

Towards a conceptual framework for the empirical anchoring of  
contribution to Enterprise Social Networks as a conversion process to  
Love

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# Towards a conceptual framework for the empirical anchoring of contribution to Enterprise Social Networks as a conversion process to Love

## **Abstract**

This article stems from qualitative research on knowledge sharing through an Enterprise Social Network (ESN). The study was carried out in collaboration with a leading multinational company in the IT sector. We resume the results of the study by focusing on engagement in the ESN as a conversion process founded on the virtuous traits of individuals within the organization as manifestations of compassionate Love. These traits are in accordance with the virtues of the Servant Leader. The ESN based on compassionate Love contributes to the success of the company by making employees grow within it, by serving and being served. Thus, by mobilizing the virtues of the Servant Leader, organizational values and the perception of the psychological climate, our motivation is to propose a conceptual framework that promotes the conversion process to the adoption of ESNs.

**Keywords:** *Enterprise Social Networks; Virtuous traits; Compassionate Love*

**Track:** Social Responsibility & Ethics