

## Abstract

This research aimed to (1) examine the relationship between virtual communication and knowledge sharing within Thailand's Appreciative Inquiry Network (AI Thailand), and the mediational role of trust in this relationship, (2) increase the frequency and quality of virtual communication between AI Thailand and its members (3) design and implement an appropriate Organizational Development Intervention (ODI) to improve virtual communication, trust and knowledge sharing of the organization and (4) determine the impact of ODI on the focal organization in terms of virtual communication, trust and knowledge sharing. This action research was conducted in AI Thailand with 40 students from Khon Kaen University. The ODI activities were new virtual communication tools (ailearningcircle.com), training and virtual activities to promote effective virtual communication and trust. The results implied that (1) there was a positive relationship between virtual communication and knowledge sharing after the implementation of ODI. (2) trust did not mediate the relationship between virtual communication and knowledge sharing, (3) the frequency and quality of virtual communication between AI Thailand and members were improved and (4) there was an improvement in virtual communication, trust and knowledge sharing after the implementation of ODI.