KNOWLEDGE SHARING AMONG STUDENTS OF UNIVERSITI UTARA MALAYSIA (UUM)

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UNIVERSITI UTARA MALAYSIA

2010

KNOWLEDGE SHARING AMONG STUDENTS OF UNIVERSITI UTARA MALAYSIA (UUM)

Submitted In Fulfillment of the Requirement for the
Degree of Master of Business Administration
(General Management)

By

ROSNANI BINTI DAUD
2010

COLLEGE OF BUSINESS (COB)
UNIVERSITI UTARA MALAYSIA
SINTOK KEDAH

KOLEJ PERNIAGAAN
(College of Business)
Universiti Utara Malaysia

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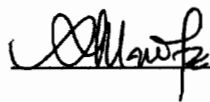<u>**KNOWLEDGE SHARING AMONG STUDENT OF UNIVERSITI UTARA MALAYSIA**</u>

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ABSTRACT

This study attempts to identify the factors that promote or encourage knowledge sharing activities among the University Utara Malaysia (UUM) students. Theory of Social Capital has been used as the indicator to knowledge sharing. The first objective of the study is to examine the relationship among explicit knowledge, tacit knowledge, trust, leadership and opportunity to share with knowledge sharing. Whereas the second objective is to find out whether there is a difference between local students vs. international student on knowledge sharing practice. A total of 300 questionnaires have been distributed to the master students from College of Business (COB). However, only 246 of them were returned and usable for analysis. Standard or simultaneous regression analysis is performed to test the hypotheses of the study. The result indicates that only two of contextual factors are positively significant to knowledge sharing while the other three of contextual factors are not. The findings are discussed and recommendations for the future research have also been addressed.

ABSTRACK

Kajian ini dilaksanakan bagi mengenalpasti faktor-faktor yang mengalakkan atau mendorong aktiviti perkongsian ilmu di kalangan mahasiswa di Universiti Utara Malaysia (UUM). seiring dengan itu, Teori modal sosial (TSC) digunakan untuk mengenalpasti aktiviti perkongsian ilmu (KS). Kajian ini dilaksanakan dengan dua objektif, yang mana objektif pertama adalah untuk mengenalpasti hubungan antara pengetahuan eksplisit, pengetahuan tacit, kepercayaan, kepimpinan dan peluang berkongsi dengan perkongsian ilmu. Manakala objektif kedua adalah untuk mengetahui apakah terdapat perbezaan antara pelajar tempatan vs pelajar antarabangsa terhadap aktiviti perkongsian ilmu. Sebanyak 300 soalan kaji selidik telah diedarkan kepada pelajar sarjana dari kolej perniagaan (COB). Namun, hanya 246 soalan kaji selidik telah kembali dan digunakan untuk analisis. Standard atau analisis regresi serentak dilaksanakan bagi menguji hipotesis kajian. Keputusan kajian menunjukkan bahawa hanya dua faktor kontekstual yang mempunyai positif signifikan dengan perkongsian ilmu(KS). Manakala tiga lagi faktor kontekstual adalah tidak signifikan dengan perkongsian ilmu(KS). Penemuan ini telah dibahaskan dan cadangan untuk kajian masa depan juga diutarakan.

ACKNOWLEDGEMENT

First and foremost, I thank to Allah SWT for the blessing, power, and guidance that given to me. All my efforts will end for nothing without His willingness. I am filled with huge appreciation for my support groups that consist of my lecturers, colleagues, friends, and family.

I would like to express my sincere gratitude to my supervisor, Dr. Siti Norezam Binti Othman for her knowledgeable supervision. I am very appreciates for her kindness, patience, and idea in helping me completing this project paper. Not forgetting to my internal examiner, Dr Amlus Bin Ibrahim, for giving precious advice.

Very special gratitude is addressed to my family. I thank to my mother, Mariah Binti Ismail for her patience, love, caring, and advice. Thank you to my father, Daud Bin Ahmad for his never ending support. I am so grateful to them, who raised me to have faith, confidence, and power in myself. I also thank to my siblings for the joy, happiness, and encouragements.

Lastly but not least, best regards and thanks to everyone who participated directly or indirectly in completing this project paper. Thank you for all your scratches in the painting of my life.

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LIST OF ABBREVIATIONS

KM	Knowledge Management
KS	Knowledge Sharing
UUM	Universiti Utara Malaysia
COB	College of Business
TSC	Theory of Social Capital
SPSS	Statistical Package of Social Science
MBA	Master of Business Administration
MSc	Master of Science
MHRM	Master of Human Resource Management

CHAPTER 1

INTRODUCTION

1.1   Background of Study

Knowledge is the key resources of the information age (Sallis & Jones, 2002). Today, the importance of knowledge becomes a priority to individuals, firms, and society to enhance their success. Without any doubt, over the years people have realized that knowledge does offer ways on how to make use of intellectual capital in business organizations and become successful (Ma et al., 2008; Rusli et al., 2008). Moreover with the powers of knowledge people become more knowledgeable, creative and innovative. For example knowledge fetches and produces new things to us such as robots, advance machine, system, software, application, modern information and telecommunication technology. Besides that Osterloh and Frey (2000), also mentioned that knowledge generation and knowledge transfer are the essential sources of a firm to sustain their competitive advantage. Therefore, knowledge acts as the heart of human civilization and frames a path which leads to humanity (Sallis & Jones, 2002).

According to Hutching and Mohannak (2007), knowledge or human knowledge is a creation and expansion takes place through social interaction. Therefore, in knowledge

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