KNOWLEDGE SHARING AMONG STUDENTS OF UNIVERSITI UTARA MALAYSIA (UUM)

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By

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2010

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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.
ABSTRACT

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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.

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


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