

**EXAMINING RELATIONSHIPS BETWEEN INDIVIDUAL,
ORGANIZATIONAL FACTOR AND KNOWLEDGE SHARING BEHAVIOR**

BY

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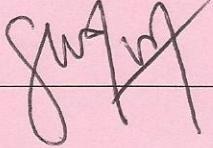
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Abstract

This study examines the direct relationship between sense of self-worth, attitudes, perceived organizational incentives and management support and knowledge sharing behavior. It also examines the moderating effect of interpersonal trust on the relationship between sense of self worth, attitudes, perceived organizational incentives and management support and knowledge sharing behavior. A total of 148 questionnaires were distributed on site to participants who had agreed to participate in this study. Hypotheses for direct effect were tested using multiple regression analyses and hypotheses for interacting effect were tested using hierarchical multiple regression. Results showed that only sense of self-worth and attitudes were significantly positively associated with knowledge sharing behavior. Furthermore, results from hierarchical multiple regressions showed that interpersonal trust did not moderate the relationship between sense of self-worth and knowledge sharing behavior, between attitude and knowledge sharing behavior, between perceived organizational incentives and knowledge sharing behavior and between management support and knowledge sharing behavior. Implications of the findings, potential limitations and directions for future research are discussed.

Keywords: Knowledge Sharing Behavior, Sense of Self-worth, Attitude, Organizational Incentives, Management Support.

Abstrak

Kajian ini mengkaji hubungan langsung antara rasa nilai kendiri, sikap, persepsi terhadap insentif organisasi dan sokongan pengurusan terhadap gelagat perkongsian pengetahuan. Ia juga mengkaji kesan kepercayaan antara perorangan sebagai penyederhana dalam hubungan antara rasa nilai kendiri, sikap, persepsi terhadap insentif perorangan dan sokongan pengurusan dan gelagat perkongsian pengetahuan. Sebanyak 148 soal selidik telah diedarkan secara sendiri kepada peserta kajian yang telah bersetuju untuk terlibat dalam kajian ini. Hipotesis ke atas kesan langsung dan kesan perantara diuji menggunakan analisis regresi berganda manakala hipotesis bagi kesan interaksi diuji menggunakan analisis regresi berganda bertingkat. Dapatkan kajian menunjukkan bahawa hanya rasa nilai kendiri dan sikap sahaja yang mempunyai hubungan yang positif dan signifikan dengan gelagat perkongsian pengetahuan. Seterusnya, keputusan daripada analisis regresi bertingkat tidak menunjukkan bahawa kepercayaan antara perorangan berperanan sebagai penyederhana dalam hubungan antara rasa nilai kendiri dan gelagat perkongsian pengetahuan, dalam hubungan antara sikap dan gelagat perkongsian pengetahuan, antara persepsi terhadap insentif organisasi dan gelagat perkongsian pengetahuan, dan antara sokongan pengurusan dan gelagat perkongsian pengetahuan. Implikasi dapatan kajian, limitasi, dan cadangan kajian pada masa hadapan turut dibincangkan.

Kata Kunci: Gelagat Perkongsian Pengetahuan, Rasa Nilai Kendiri, Sikap, Insentif Organisasi, Sokongan Pengurusan.

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List of Abbreviations

| | |
|-------|--|
| SME | Small Medium Enterprise |
| ACCIM | Associated Chinese Chambers of iif Commerce and Industry of Malaysia |
| KM | Knowledge Management |
| TPB | Theory of Planned-Behavior |
| SPSS | Statistical Package for the Social Science |
| KSB | Knowledge Sharing Behavior |
| IF | Individual Factors |
| OF | Organizational Factor |
| IT | Interpersonal Trust |
| VIF | Variance Inflation Factor |
| KMO | Keiser-Meyer-Oklin |
| ANOVA | Analysis of Variance |
| HRM | Human Resource Management |

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Knowledge if managed effectively and applied accordingly would be a useful tool in transforming the business and sustain the competitive advantage. As argued by several authors, organizations that applied knowledge management as tools could gain competitive advantage through the generation and the use of new knowledge at the workplace (Alvesson, 2004; Harrison & Kessels, 2004).

However, knowledge primarily derived from people, and thus, managing knowledge among workforce would be critical to the organizations. The efforts in improving the use of knowledge does not only concern in better exploration of existing sources of knowledge management at workplace but also providing the work environment that can encourage the workers to distribute their knowledge to others. This kind of knowledge can be describes as tacit or explicit type of knowledge.

Knowledge sharing behavior can be considered as the foundation and most important part of knowledge management (Bock & Kim, 2002; Ahmad, Sharom & Abdullah, 2006). The possessed of knowledge among the individuals and the contribution of person's knowledge into organizational knowledge is depends on the worker's knowledge sharing behavior (Nonaka & Konno, 1998). Inherently, the knowledge exchange from a person or one unit of the organization to another are

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only

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