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THE INFLUENCE OF COLLABORATIVE LEARNING STYLE, RECIPROCITY AND EXTROVERSION ON KNOWLEDGE SHARING VIA SOCIAL MEDIA AMONG UUM UNDERGRADUATES

By
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Thesis Submitted to
School of Business Management
Universiti Utara Malaysia
in Partial Fulfillment of Requirement for Master of Science (Management)
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Kedah Darul Aman
This quantitative study is aimed to study the relationship between collaborative learning style, reciprocity and extroversion on knowledge sharing via social media in Universiti Utara Malaysia (UUM). A total of 400 set of questionnaires were distributed to undergraduate students from three (3) academic colleges which are College of Business (COB), College of Arts and Sciences (CAS) and College of Law, Government and International Studies (COLGIS). However, only 363 set of questionnaires were return and usable for analysis. Regression analysis was performed to tests the hypotheses of the study. The result indicated that collaborative learning, reciprocity and extroversion were positively significant to knowledge sharing behavior via social media. The findings were discussed and recommendations for the future research were also addressed.

Keywords: Knowledge sharing, collaborative learning style, reciprocity, extroversion.
ABSTRAK


Katakunci: Pengkongsian pengetahuan, gaya pembelajaran kolaboratif, salingan, extroversion.
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<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
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<td>COB</td>
<td>College of Business</td>
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<tr>
<td>CAS</td>
<td>College of Arts and Sciences</td>
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<tr>
<td>COLGIS</td>
<td>College of Law, Government and International Studies</td>
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<td>KM</td>
<td>Knowledge Management</td>
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<td>KS</td>
<td>Knowledge sharing</td>
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<td>KSB</td>
<td>Knowledge Sharing Behavior</td>
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<td>CLS</td>
<td>Collaborative learning style</td>
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<td>REC</td>
<td>Reciprocity</td>
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<td>EXT</td>
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CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

In today economy, physical or tangible assets no longer measure an organization’s strength or success. Experiences and insights in other words called knowledge are not housed in the ‘organization’ but knowledge lives in the people. Knowledge is something subjective that majority of people know and every individual have different kind of knowledge. However, organization gathered the knowledge either from the internal (within organization) and external (outside organization) sources for years. Organizations had been struggled with the knowledge and skills that they have to stay competitiveness in the market or industry. According to World Economic (2016), businesses today had gone through three different stages of industrial revolution which are mechanical production, mass production and automated production

Organizations started to realize that there is a huge undiscovered asset in the organization, which called knowledge. Knowledge becomes one of the most powerful assets in any organizations or enterprise, but very few are adopting and managing it. The problem is that most people don’t know who has what information, or how to connect the dots and enable the knowledge to flow through into organizations or enterprises.
The contents of the thesis is for internal user only
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