

**KNOWLEDGE SHARING AMONG UNDERGRADUATE STUDENTS  
IN UiTM PUNCAK PERDANA CAMPUS**

**BY**

**ELSY AWING**

**2007125137**

**OCTOBER 2010**

# **KNOWLEDGE SHARING AMONG UNDERGRADUATE STUDENTS IN UITM PUNCAK PERDANA CAMPUS**

Elsy Awing  
Faculty of Information Management  
Universiti Teknologi MARA

## **ABSTRACT**

The purpose of this study is to investigate the factors that influence knowledge sharing among undergraduate students in UiTM Puncak Perdana campus. The factors covered the purpose and motivate for knowledge sharing, the type of knowledge shared, communication channels used and barriers in knowledge sharing. A questionnaire was used for collecting data. There were 150 students from the campus who participated in this study. It was found that obviously students have positive attitude toward knowledge sharing in the university environment. The students always shared study related matters among them as they were in an academic environment and often using face to face interaction in delivering knowledge with each other. However, the respondents were less inclined that lack of in depth relationships is the main barrier towards knowledge sharing that was graded. The study revealed that afraid to provide wrong knowledge is the major factor that inhibits knowledge sharing among them. Developing the culture of knowledge sharing is important in the university environment and it will make the sharing more effectiveness and meaningful to all communities in the university, especially the students.

## ACKNOWLEDGEMENTS

First of all, it is blessing and I thank God for giving me the strength to finish this thesis on Knowledge Sharing among the undergraduate students at the UiTM Puncak Perdana campus, which is a requirement for the subject **ACADEMIC PROJECT (IMA654)**.

I want to express my special thanks to my supervisor, **Dr Dang Merduwati Hashim** for her guidance in motivating me to complete this research. Thanks also to my supportive classmates and my roommates who gave me the full cooperation as well as knowledge sharing .To all the respondents and friends who are involved directly and indirectly in the way to complete this research. , I convey my deepest appreciation.

Finally, I like to thank my parents for their moral support, money and for their prayers for me to complete this thesis. I hope this thesis will help grant me success in my studies and can be a good reference source for others.

Thank You

# TABLE OF CONTENTS

<b>ABSTRACT</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>

## CHAPTER 1: INTRODUCTION

1.0 Introduction	1
1.1 Background of the study	3
1.2 Statement of the problem	4
1.3 Rational for the study	5
1.4 Research question and hypothesis	5
1.5 Purpose and objective	6
1.6 Significant of the study	7
1.7 Scope and limitation of the study	7
1.8 Definition of term	8

## CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	11
2.2 Motives of knowledge sharing	12
2.3 Communication channel	13
2.4 Barriers	15
2.5 Conceptual framework	17

## CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction	18
3.2 Research design	20
3.3 Population	21
3.4 Sample size	21
3.5 Instrumentation	21
3.6 Data collection	21

## **CHAPTER 4: DATA ANALYSIS AND FINDINGS**

4.1 Section A: Demographic	23
4.2 Section B: Purpose and motive for knowledge sharing	26
4.3 Section C: Types of knowledge share	29
4.4 Section D: Types of communication channel used	31
4.5 Section E: Barriers in knowledge sharing	36

## **CHAPTER 5: DISCUSSION, RECOMMENDATION, CONCLUSION**

5.1 Discussion	41
5.2 Recommendations	45
5.2.1 Develop the culture of knowledge sharing	45
5.2.2 Utilize the social network	45
5.2.3 Breed the reading culture	46
5.2.4 Implement any available cooperative learning methods in classroom	46
5.3 Conclusion	47

<b>REFERENCES</b>	<b>48</b>
-------------------	-----------

<b>APPENDIXES</b>	<b>55</b>
-------------------	-----------