KNOWLEDGE SHARING AMONG UNDERGRADUATE STUDENTS
IN UiTM PUNCAK PERDANA CAMPUS

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KNOWLEDGE SHARING AMONG UNDERGRADUATE STUDENTS IN
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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.
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Thank You
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABSTRACT</td>
<td>i</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>ii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>iii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>vi</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

1.0 Introduction
1.1 Background of the study
1.2 Statement of the problem
1.3 Rational for the study
1.4 Research question and hypothesis
1.5 Purpose and objective
1.6 Significand of the study
1.7 Scope and limitation of the study
1.8 Definition of term

## CHAPTER 2: LITERATURE REVIEW

2.1 Introduction
2.2 Motives of knowledge sharing
2.3 Communication channel
2.4 Barriers
2.5 Conceptual framework

## CHAPTER 3: RESEARCH METHODOLOGY

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

REFERENCES 48

APPENDIXES 55