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THE ADOPTION OF KNOWLEDGE SHARING CULTURE IN MALAYSIAN BANKING SECTOR

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DECLARATION

I certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline. I acknowledge the helpful guidance and support of my supervisor, Pn. Norjansalika Janom.

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ABSTRACT
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Knowledge sharing culture has become a necessity in every organization in order to gain competitive advantage among competitors. In Malaysia, knowledge sharing culture has grown to be an important asset for companies to make decisions and solve critical problems. The banking sector is not excluded from this scenario. In order to have knowledge sharing culture environment, company must identified what are the factors that is needed to inculcate knowledge sharing among the people in the company. The employees and the management both play an important role to ensure the success of adopting knowledge sharing as a culture in the organization. Knowledge sharing may have already existed in the company but whether it has become a culture or not is yet to be known among them. Knowledge sharing can be implemented formally or informally. Chatting among colleagues is considered as informal knowledge sharing and written or printed documents stored in files are considered as formal knowledge sharing. Either way, knowledge sharing can still be adopted by many companies using appropriate medium and full support from the management such as providing the tools and technology for them to be able to share their knowledge. The current situation and pattern of knowledge sharing culture in Malaysia, especially in the banking sector will be identified. Problems that occurred in the process of knowledge sharing also will be tackled.

CONTENTS

DECLARATION

ACKNOWLEDGEMENT

ABSTRACT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1 INTRODUCTION

CHAPTER 2 LITERATURE REVIEW