KNOWLEDGE SHARING BEHAVIOR MODEL AMONG LIBRARIAN IN NORTHERN PENINSULAR MALAYSIA

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Contents
1. Letter of Report Submission ................................................................. iii
2. Letter of Offer (Research Grant) ............................................................ iv
3. Acknowledgements ........................................................................... v
4. Enhanced Research Title and Objectives ........................................... vi
5. Report ............................................................................................. 1
   5.1 Proposed Executive Summary ....................................................... 1
   5.2 Enhanced Executive Summary ...................................................... 1
   5.3 Introduction ................................................................................ 2
   5.4 Brief Literature Review ............................................................... 8
   5.5 Methodology ............................................................................. 23
   5.6 Results and Discussion ............................................................... 26
   5.7 Conclusion and Recommendation .............................................. 35
   5.8 References/Bibliography ............................................................ 38
6. Research Outcomes ........................................................................ 45
7. Appendix ....................................................................................... 46
Dengan hormatnya perkara di atas adalah dirujuk.


4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbelanjaan lebih kurang 50% dari peruntukan yang diterima.

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Sekian, harap maklum.

"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"

Yang benar

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5. Report

5.1 Proposed Executive Summary

While studies investigating knowledge sharing behaviors have been extensively reported
in the Information Systems and Library Science literature, very few have attempted to
explore the role of Big Five Personality Factors and Subjective Norm on knowledge
Sharing Behaviors among librarians. In particular, studies focusing on Malaysian
librarians are still very scarce. This study examines the factors influencing the
Knowledge Sharing Behavior among librarians in Northern Peninsular Malaysia and to
formulate a new model of Knowledge Sharing Behavior among librarian from Big Five
Personality Factors and Subjective Norm perspective. This study will adopt survey
method and expected to increase understanding towards Big Five Personality factors
and Subjective Norm as determinants of knowledge sharing behavior amongst Northern
Peninsular Malaysian librarians. The data will be analyzed using Partial Least Square
(PLS) technique using SmartPLS. The result from this study is expected to increase
understanding and assist librarians and information professionals as the information
providers with the development of another new model for Knowledge Sharing Behavior
according to the Big Five Personality and Subjective Norm perspectives.

5.2 Enhanced Executive Summary

Knowledge can be defined as facts, information, description, or skill, which an individual
has acquired through experience or education. The uniqueness of knowledge makes it a
valuable asset for any organization. In order to investigate the willingness of knowledge
sharing behavior among librarians, this study explored the role of Big Five Personality
factor, Subjective Norm and Perceived Personal Benefits among librarians towards
knowledge sharing behavior. It focuses on librarians in the Northern Peninsular of
Malaysia. The main objective is to examine the factors influencing knowledge sharing
behavior among librarians. The data has been analyzed by using Partial Least Square
(PLS) technique (SmartPLS). The result of this study can contribute to the development
of a new knowledge sharing model and, offer new perspective on understanding of
human personality and behaviors towards knowledge sharing, especially among
librarians.
5.3 Introduction

Knowledge can be defined as implicit and explicit understanding and experience possessed by an individual. Implicit knowledge refers to practical skill and expertise while explicit knowledge refers to theoretical understanding of a subject. Knowledge can be regarded as intellectual asset for organization or company in pursuance of profit generation based on the knowledge possessed.

In economic perspective, the importance of knowledge sharing may contribute to innovation and invention for an organization, and it also can help organization in decision making process so that they could compete with their competitors (Chennamaneni, 2006; Grant, 1996; Kim & Lee, 2006). According to Cho, Zheng, and Jen Su (2007), people differ in their knowledge possession where persons' with creative thinking and an expert in their field of work are those who contribute to organizational knowledge generation.

It is a challenge for organization to manage knowledge effectively in order to ensure knowledge creation effort could be developed. Knowledge management system is established and set-up in organization as a way to generate, capture, develop, and share knowledge in order to ensure smooth, continuous, and systematic knowledge creation and knowledge flow. Knowledge management system in organization enables knowledge sharing through various mechanisms such as face-to-face, social networking, and the Internet. In an organization, the process of creating and sharing knowledge can be considered as a natural function of individual or employees (Noor Asilah, Normala, & Wan Ummi Kalsom, 2012; Abdullah, Alam, Amir Ishak & Mohd Zain, 2009; Ridder & Hoof, 2004).

Knowledge sharing is a process where an individual exchange his or her knowledge or ideas through discussion, meeting, and other form of communication, which contribute to the creation of new knowledge. There are two types of knowledge that individuals may want to share; tacit knowledge and explicit knowledge. Tacit knowledge is the unwritten, unspoken, and non-visible, therefore hidden knowledge residing in a person's mind and be described or expressive through personal skills performance. As it is embodied in ones' mind and skill, it has to be made explicit so that others will be able to see and grasp. Explicit knowledge, on the other hand, consists of facts, rules and policies that is articulated and codified in writing or symbols, spoken or verbalized through language, and can be easily shared. Tacit knowledge is considered to be more expensive, valuable, and not easy to share. Different individual have different level of knowledge property, and it may also influence their willingness or reluctance to share their knowledge with others. There are two types of knowledge sharing activities; they are knowledge collection and knowledge donation. Knowledge collection refers to the process of collecting, developing and transferring knowledge with the purpose of generating income or profit while