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FACTORS CONTRIBUTED TO ONLINE KNOWLEDGE SHARING AMONG FLP STUDENTS IN FACULTY OF INFORMATION MANAGEMENT

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JULY 2012

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Thesis submitted in fulfillment of the requirements

for the degree of

Masters of Science in Information Management

Faculty of Information Management

July 2012

ACKNOWLEDGEMENT

Assalamualaikum and to God be the Glory.

I am highly indebted and equally grateful to all the people who helped and assisted me to successfully complete this thesis.

Firstly, thank to God because of His blessing, I finally can complete my research entitled "Factors Contributed to Online Knowledge Sharing Among FLP Students in Faculty of Information Management" within the time period.

I would like to show heartfelt gratitude to my supervisor, Dr. Dang Merduwati Binti Hashim for her guidance and good advice in order to finish this study. She always shares her knowledge and gives constructive comments.

And to my beloved parents and family, especially my husband, Mohd Razef Ghazali and all my beloved babies, Muhammad Ammar Rayyan, Putri Balqis and Putri Arissa, I am very grateful to you all. They always give moral support to me. They also help me in completing this task by giving moral support. Without their help, I could be facing difficulties to finish this study.

Finally, I would like thank all FLP students for their kindness to complete the questionnaires.

Your good opinions and suggestions are appreciated.

May God bless all of you.

ABSTRACT

The purpose of this study is to examine the contributed factors towards online knowledge sharing practice among FLP students in Faculty of Information Management. This study aims to clarify the factors based on three main elements include personal, community and technological factor. Through out the study, the most preferred electronic collaboration tools employed and the benefit of online knowledge sharing may also be presented.

The quantitative method is applied for this study, combining the manual and online distribution of questionnaires to the respondents. The questionnaire is designed with both open ended and close ended questions. The study explored the online knowledge sharing factors by classifying the main element into several sub independent variables.

The findings show that technological factor is the most contributed online knowledge sharing factor. As for technological factor, it is seen that perceived efficacy represent the most important influencer with the highest mean. Most respondents agree that without the technology tools, they may not successfully involve and participated in sharing knowledge virtually. It was also found that the online discussion service becomes the most preferred tool employed to perform online knowledge sharing. As for online knowledge sharing benefit, most respondents have a high consensus agreement that they share knowledge to acquire time saving benefit.

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