KNOWLEDGE SHARING BEHAVIOR MODEL AMONG LIBRARIAN IN NORTHERN PENINSULAR MALAYSIA

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JUNE 2015

Contents

Surat Kami   : 600-RMI/RAGS 5/3 (138/2012)
Tarikh   : 5 Januari 2012

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KELULUSAN DANA PEMBUDAYAAN PENYELIDIKAN (RAGS) 2012

Tajuk Projek	:	*Librarian's Knowledge Sharing Behavior Model*
Kod Projek	:	600-RMI/RAGS 5/3 (138/2012)
No. Rujukan Penaja	:	RAGS/2012/UITM/SS05/6
Bidang	:	Sains Sosial (Pengurusan Perniagaan)
Tempoh	:	15 Disember 2012 – 14 Disember 2014 (24 bulan)
Peruntukan Diluluskan (KPT)	:	RM40,000.00
Peruntukan Pengurusan	:	RM 2,000.00 (5%)
Peruntukan Pengoperasian	:	RM38,000.00 (95%)
Ketua Projek	:	En. Mohd Zool Hilmie Mohamed Sawal

Dengan hormatnya perkara di atas adalah dirujuk.

2.   Sukacita dimaklumkan pihak Kementerian Pengajian Tinggi melalui surat JPT.S(BPKI)2000/018/07/02Jld.3(4) yang bertarikh 7 Disember 2012 telah meluluskan kertas cadangan penyelidikan YBhg. Profesor/tuan/puan untuk di biayai di bawah Dana Pembudayaan Penyelidikan 2012.

3.   Bagi pihak Universiti kami mengucapkan tahniah kepada YBhg. Profesor/tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

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.

Peringkat Pertama	20%
Peringkat Kedua	40%
Peringkat Ketiga	40%

5.   Untuk tujuan mengemaskini, pihak YBhg. Profesor/tuan/puan adalah diminta untuk melengkapkan semula kertas cadangan penyelidikan, mengisi borang setuju terima projek penyelidikan dan menyusun perancangan semula bajet yang baru seperti yang diluluskan. Sila lihat lampiran bagi tatacara tambahan untuk pengurusan projek.

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.

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5.3 Introduction

Knowledge can be defined as implicit and explicit understanding and experience posses 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 differs 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

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