

**THE RELATIONSHIP BETWEEN KNOWLEDGE
SHARING PRACTICES AND JOB SATISFACTION
AMONG EMPLOYEES AT KONSORTIUM E-MUTIARA
BERHAD IN KOTA BHARU KELANTAN**

WAN NUR NADIA BINTI BURDHAN

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By

Wan Nur Nadia Binti Burdhan

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Supervisor: Norrini Binti Muhammad

Abstract

The aim of this study is to analyze the relationship between knowledge sharing and the elements in job satisfaction which comprises of internal recognition, external recognition and self-recognition among employees at Konsortium E-Mutiara Berhad (KEMB). In conducting this study, a set of 123 questionnaires was distributed to employees using stratified sampling technique in order to test four hypotheses proposed regarding knowledge sharing and the internal recognition, external recognition and self-recognition. The findings of this research shows that there is a strong significant relationship between knowledge sharing and job satisfaction, and there are moderate significant between knowledge sharing and internal recognition, external recognition and self-recognition among employees at KEMB. Discussion made was supported by the findings of the past researchers in the same field.

Keywords: Knowledge Sharing, Job Satisfaction, Internal Recognition, External Recognition, Self-recognition

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“In the name of Allah, The Most Powerful and The Most Gracious”

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Wan Nur Nadia binti Burdhan
Bachelor in Office Systems Management (Hons.)
Faculty of Business Management
UiTM Machang
June 2014

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CHAPTER 1

INTRODUCTION

This study is focused to investigate the relationship between knowledge sharing practices and job satisfaction among employees at Konsortium E-Mutiara Berhad (KEMB) in Kelantan. This chapter consists of the background of the study, statement of the problem, research objectives, research questions, significant of the study, limitations of the study and definition of terms.

Background of the Study

Knowledge management regarded as a process consists of consecutive stages such as generation / obtaining of the information, its storage/organization, its dissemination / distribution and its usage / application (Koseoglu *et al.*; 2008., Davenport and Volpel, 2001). One of the processes of knowledge management is knowledge sharing, it regarded as the informal communication process involving the sharing of knowledge between co-workers (Pei, 2012; Siemsen *et al.*, 2008). Organizational members are better equipped with skills and knowledge when they engage in knowledge sharing (Hongyi, 2012; Sitko-Lutek *et al.*, 2010). Job satisfaction is described as a function of individual's job-relate expectations and the results he obtains when he does the job (Locke, 1969). Knowledge sharing takes place when organizational members share