



**UNIVERSITI TEKNOLOGI MARA**

**KNOWLEDGE SHARING INTENTION AMONG  
WORKERS IN ISLAMIC BANKING SECTOR**

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## **ABSTRACT**

In today's challenging environment of doing business, organizations need to look on a lot of factors that could contribute to their future success in an industry or sector that they are doing. Knowledge sharing is an important component driving innovation for all organizations, especially for banking institutions that pursuing knowledge as an intangible asset. It is also the key enablers that need to be adopted in order to achieve sustained competitive. The purpose of this study is to determine the factors that influence attitude towards knowledge sharing behaviour among workers in Islamic banking sector in area of Kuala Lumpur, Malaysia. The research design for this study will employ quantitative method of disproportionate stratified sampling and survey questionnaires that have been developed based on a thorough and detailed analysis of the relevant literature. A total of 4 variables of factors that can influence attitude towards knowledge sharing behaviour have been developed; extrinsic reward, social trust, sense of self-worth, and expected association. The findings of this study would provide useful insight for managers and top management of an Islamic organization who desire to increase the knowledge sharing behaviour among their employees. This study will also be useful to other researchers who might want to do a research that is similar to this topic. The result of the study show that sense of self-worth is significant and will influence attitude toward knowledge sharing behaviour.

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