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**FACTORS INFLUENCING KNOWLEDGE SHARING
ACTIVITIES AMONG THE STAFFS OF MAJLIS
PERBANDARAN KOTA SAMARAHAN**

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Abstract

This research aims to explore and analyze the factors that either facilitate or hinder knowledge sharing activities among the staff. By identifying these factors, the study seeks to provide insights for developing targeted strategies to overcome barriers and enhance knowledge sharing within Majlis Perbandaran Kota Samarahan. The ultimate goal is to contribute to the improvement of organizational performance and the delivery of effective municipal services through the cultivation of a culture that values and promotes knowledge sharing.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In this chapter, we will go through a broad overview on the research title that is "Factors influencing knowledge sharing activities among the staffs of Majlis Perbandaran Kota Samarahan". This chapter will highlight this research problem statement and generate the research question and the research objective. Furthermore, explanation on terms used in this research will also be highlighted in this chapter.

1.1 BACKGROUND OF STUDY

In the context of this research proposal, we will conduct research on ***"Factors influencing knowledge sharing activities among the staffs of Majlis Perbandaran Kota Samarahan."*** In the dynamic and complex landscape of contemporary organizations, knowledge has become a critical asset for achieving sustainable development, innovation, and competitive advantage. Knowledge sharing plays a pivotal role in facilitating the flow of information and expertise among employees within an organization, contributing to improved decision-making, problem-solving, and overall organizational performance. According to Nonaka [1995], knowledge sharing can be define as the process of exchanging information, expertise, and insights among individuals or groups within an organization or community. It plays a crucial role in fostering innovation, collaboration, and continuous learning. Sharing knowledge enables individuals to leverage the collective intelligence of a group, leading to improved decision-making and problem-solving.

Majlis Perbandaran Kota Samarahan, as a local government body, operates in an environment characterized by diverse functions, responsibilities, and challenges. The efficient exchange of knowledge among its staff is essential to address the multifaceted issues related to urban development, public service delivery, and community engagement. However, despite recognizing the importance of knowledge sharing, organizations often face various barriers that impede the free flow of information among their employees.

Understanding the factors that influence knowledge sharing activities among the staff of Majlis Perbandaran Kota Samarahan is crucial for devising strategies that foster a culture of collaboration, continuous learning, and innovation. This study aims to explore the internal and external factors that either facilitate or hinder knowledge sharing within the organization.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0 INTRODUCTION

In this part of the paper, we will go in depth in regards to matter regarding to knowledge sharing application within organization and previous research done on the topic. This chapter are divided into several parts namely overview on knowledge sharing, previous studies on knowledge sharing, conceptual framework, and summary.

2.1 KNOWLEDGE SHARING

Renowned scholars highlight the importance of knowledge sharing as a crucial factor in organizational success. According to Nonaka and Takeuchi (1995), sharing and creating knowledge are not just byproducts but essential aspects of organizational learning, fostering innovation and adaptability.

Knowledge sharing is a fundamental concept that plays a pivotal role in fostering collaborative environments across various domains, such as business, education, research, and technology. At its core, knowledge sharing involves the exchange of information, skills, and expertise among individuals or groups with the aim of facilitating collective learning, innovation, and problem-solving. This essay explores the importance of knowledge sharing, its key aspects, and the impact it has on individual and organizational development.

One of the primary benefits of knowledge sharing lies in its ability to promote collaboration and tap into the collective intelligence of a group. When individuals freely share their insights and expertise, it creates an environment where diverse perspectives come together to address challenges more effectively. This collaborative synergy often results in enhanced creativity and improved outcomes. Knowledge sharing contributes significantly to continuous learning and development. By leveraging the experiences and expertise of others, individuals can broaden their knowledge base and skill sets. This ongoing process of learning not only benefits individuals but also strengthens the overall capabilities of the group or organization. The exchange of ideas and information inherent in knowledge sharing is a catalyst for innovation. When different viewpoints converge, it creates fertile ground for the generation of new ideas, approaches, and solutions. Innovation thrives in environments where knowledge is shared freely, fostering a culture of creativity and forward-thinking.