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THE ACCOMPLISHMENT OF KNOWLEDGE DELIVERY TOWARDS ISLAMIC BANKING EMPLOYEES

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**ADIBAH ALAWIAH OSMAN
(FBM, UITM)
AZWAN ABDULLAH
(UMK)
ZATUL KARAMAH AHMAD BAHARUL
ULUM
(UNIVERSITI SULTAN AZLAN SHAH)**

LET'S GET TO KNOW

ABOUT

The Islamic Banking (IB) sector in Malaysia has gone beyond three decades. Various challenges and obstacles need to be pursued for development. Among them is the aspect of the knowledge delivery of IB employees. In this context, knowledge delivery of IB employees is defined as the execution of IB literacy, ethics, and knowledge enhancement by IB employees. The purpose of this paper is to develop an enhanced framework for knowledge delivery through a triangulation study. The framework consists of three defined variables: accomplishment of knowledge delivery in IB, IB literacy, Islamic marketing ethics, IB knowledge enhancement and Islamic wellbeing attributes by IB employees. The article highlighted the use of a triangulation study.

DESIGN/METHODOLOGY/ APPROACH

The questionnaires were distributed to 405 IB employees across Malaysia. The constructs and items used in the questionnaire were derived from basic guidelines provided in the literature review, al-Quran, and al-Hadith. The partial least squares structural equation modelling (PLS-SEM) method was the main statistical technique employed in this study. In parallel, a qualitative approach was used, in forms of semi structured interviews with four Islamic banks' experts. The data was also gathered from Quran and Hadith.

FINDINGS/EXPECTED FINDINGS

Analysis of the responses demonstrated that IB literacy affected the accomplishment of knowledge delivery of IB employees most significantly compared to Islamic marketing ethics and IB knowledge enhancement. The result also indicates that Islamic wellbeing attributes have a significant effect on knowledge delivery of IB employees, and partial mediating effect on the relationship between each independent variable of IB literacy, Islamic marketing ethics, and IB knowledge enhancement with the accomplishment on knowledge delivery of IB employees.

ORIGINALITY/VALUE/ CONTRIBUTION

On this basis, it is recommended that Islamic Banks use IB literacy, Islamic marketing ethics, and IB knowledge enhancement as key factors in accomplishing the knowledge delivery of IB employees.

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