



Bachelor of Administrative Science (Hons)
Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA

ADS 555
Applied Research Project

Title of Study:

**Factors That Contribute to Knowledge Sharing Behavior among Academic Staffs:
A Case Study at UiTM Melaka City Campus.**

Name of Students:

Mohd Aliff B. Md. Sukor	2009118987
Nur Shafina Bt. Md. Saad	2009139829

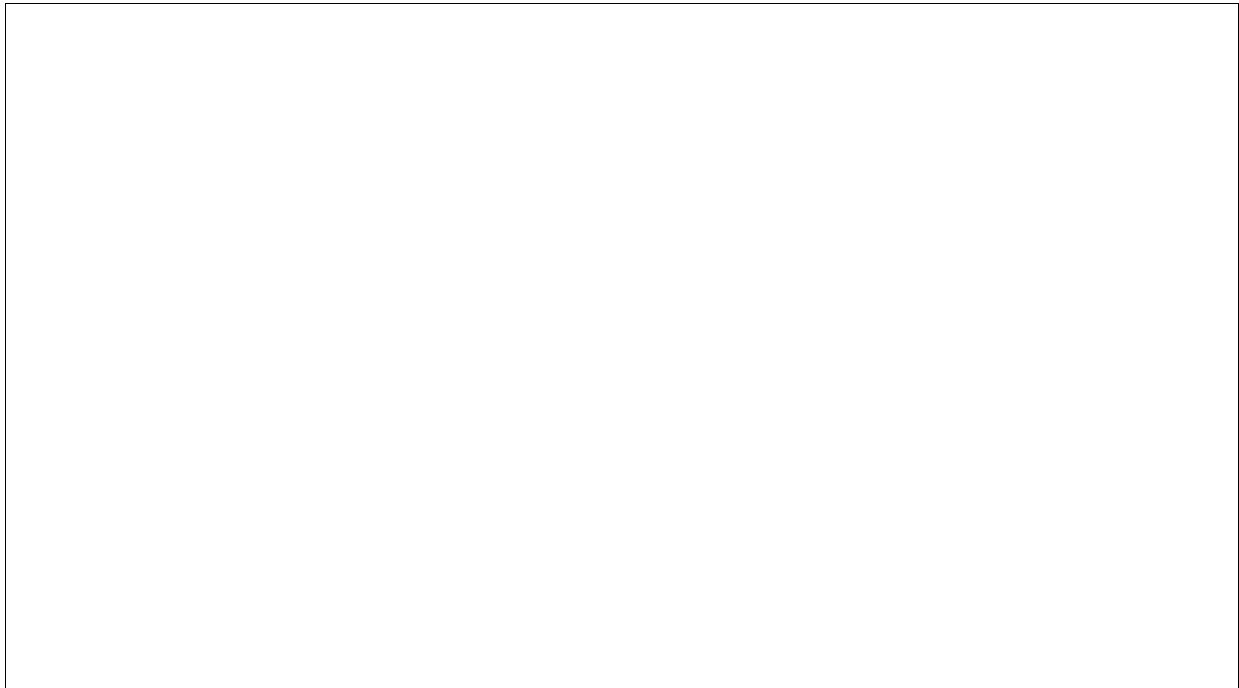
Name of Supervisor:

Miss Norazlin Binti Abd. Aziz

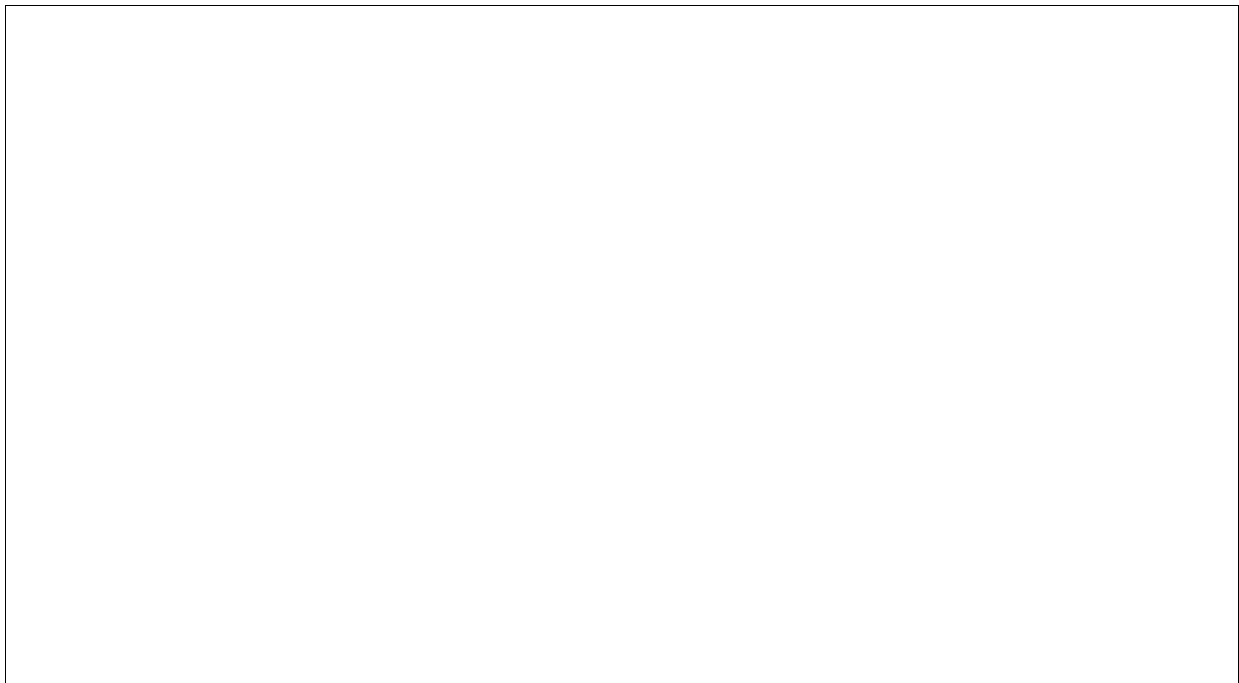
[September-January 2013]

SEPTEMBER 2012 – JANUARY 2013

Supervisor's Comments

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Moderator's Comments

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor : **Miss Norazlin Binti Abd. Aziz**

Title of Research : **Factors Contribute to Knowledge Sharing Behavior towards
Academic Staffs' Performances: A Case Study at UiTM Melaka
City Campus.**

Name of Students : **Mohd Aliff Bin Md. Sukor (2009118987)**
Nur Shafina Binti Md. Saad (2009139829)

I have reviewed the final and complete research report and approve the submission of this report for evaluation.

(Miss Norazlin Binti Abd. Aziz)

Date: 21 December 2012

DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed by:

Name: Mohd Aliff Bin Md Sukor

Name: Nur Shafina Binti Md Saad

ABSTRACT

This research intends to focus more on the knowledge processing aspect with greater emphasis on knowledge sharing which is the key element in the implementation of knowledge management. This research hopes to provide useful insights into how knowledge is being shared in organizations especially in the public organizational like the higher educational institutions. The tacit knowledge that the academic staffs create or gains is embedded in their minds and constitutes the storehouse of an educational institution's intellectual capital. Therefore, it had been proposed that by sharing their knowledge, it can allow others to enhance their job performance. The objectives of this study were to identify the relationship between the factors (motivation, information technology, communication and organizational culture) and the academic staffs' knowledge sharing behaviour. The method to conduct this study was through the survey which was distribute in the form of questionnaire to 123 out of 180 population of academic staffs who had become the target group for this study. Several tests were conducted to meet the objectives of the study such as the descriptive analysis, normality analysis, reliability analysis, Pearson's product-moment correlation and finally the multiple regressions to determine which of the four factors that highly gives significant impact on the academic staffs' knowledge sharing behaviour. All information and data were collected through the primary and secondary data such as books, internet, journals and etc. This research was hope to contribute something to the educational setting especially UiTM, as the study might provide a review over the organizational conditions in the eyes of the academic staffs.