

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS CONTRIBUTING TO SUCCESS AND  
FAILURE IN KNOWLEDGE TRANSFER  
IN AGRICULTURE: A GROUNDED THEORY  
STUDY AMONG PADDY FARMERS  
IN SELANGOR, MALAYSIA**

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Thesis submitted in fulfillment of the requirements  
for the degree of

**Doctor of Philosophy**


**Faculty of Information Management**

**April 2008**

## Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of the Universiti Teknologi MARA.

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## ABSTRACT

The main objective of this study is to understand, identify and describe the factors contributing to success in knowledge transfer from agricultural research findings to the farmers. Ultimately, this study is aimed at generating a theory of knowledge transfer within a substantive setting by employing Glaser's principles of grounded theory. Twelve farmers and four of their family members from Kuala Selangor participated in the study. A qualitative approach using Glaser and Strauss' (1967) grounded theory methodology has been chosen due to the 'fit' qualities of the methodology, the qualities of the researcher and the reality of constraints in collecting data from the participants. The ethics in qualitative research and fieldwork is applied in the conduct of the study. *The research process*, depicting the journey in generating the grounded theory and the *content of emergent theory* are presented in the form of theoretical memos. The first draft of a Knowledge Transfer Theoretical Model was generated after three interviews. A second draft of Factors in Agriculture Knowledge Transfer theoretical model was developed after reorganization of the categories from the first model and the incorporation of new concepts. The categories in both drafts of theoretical models were compared with subsequent interviews. The constant comparison of analysis was made between the developed categories with previous categories and later incidents with categories. Through the study, several significant factors contributing to success are internal factors namely: "farmers' special attributes", "aspirations and beliefs" and external factors: "compatibility and consistency with past experiences" and "technology features". While the factors contributing to failure include: "unmet information needs", "high cost of investment", "inefficient communication process", "no recognition for indigenous knowledge", "different prices for paddy offered by BERNAS and private millers", "under-utilized information sources and information channels and "incompatibility between research findings and implementation." The thesis concluded with a model of Knowledge Transfer in Agriculture and hypotheses to be tested in future research. Findings from the study are of significance to policy makers, researchers, extension officers and those involved in agricultural research and knowledge transfer in agriculture.

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