

**UNIVERSITI TEKNOLOGI MARA**

**KNOWLEDGE SHARING PRACTICES  
IN BANK ISLAM MALAYSIA BERHAD  
(KOTA BHARU BRANCH)**

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## **Abstract**

In this knowledge-based era, knowledge management (KM) becomes important part for organization. The successful of an organization is not completely depending on technical supports and budgets but also the systematic flow of managing the knowledge and sharing these assets among the staff. In order to compete in the competitive environments, organizations must be more innovative, more agile and smarter. The globalization of financial markets forced bankers to be knowledge-based and be more efficient in managing knowledge in their banking operation. The importance of this function is highlight further by the call from the Central Bank of Malaysia (Bank Negara Malaysia) to integrate the concepts of knowledge management in banking operations. This study focused on how staff in Bank Islam Malaysia Berhad Kota Bharu branch can capture, increase and share their knowledge towards enhancement in their management and set of daily operations. How the knowledge sharing can enhance the competitive edge and operations quality in the bank also will discuss in this paper. Due to the lack of research concerning knowledge sharing in the banking industry, this paper hopes to contribute to the discussion of knowledge sharing concepts in the banking sector in general and the Bank Islam staff in particular.

**Keywords:** Knowledge management, Knowledge sharing, Knowledge sharing practices, Knowledge and Bank Islam

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