

FACTORS THAT AFFECT KNOWLEDGE SHARING AMONG EMPLOYEES IN
MULTINATIONAL ORGANIZATION

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To my parents, my brothers and sisters

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Bismillah Al-Rahman Al-Rahim

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ABSTRACT

Knowledge is regarded as the most important resource, and it has often been described as the driving force towards the sustainable and key source of competitiveness. Knowledge management has been described as a collection of strategies and practices used in an organization to discover, create, share, transfer, and enable adoption of insights, experiences and knowledge resources embodied in individuals or embedded in organizations as processes or practices. Knowledge sharing is seen as the most important aspect of knowledge management. No doubt, many studies have shown that knowledge sharing is essential for firms' performance. The purpose of this study is to investigate the relationship between trust, management support, mutual reciprocity, self-efficacy, altruism and knowledge sharing as well as to identify the level of knowledge sharing among multinational employees in an organization in Saudi Arabia. In order to test these relationship five hypotheses was proposed. Two hundred and forty five questionnaires were distributed to the sample population. One hundred eighty nine questionnaires were used to test the results of this study. Multiple regressions were used to analyze the data. The results of the study indicate that trust and management support have a positive influence on knowledge sharing. However, interestingly and surprisingly, the multiple regression results showed that the mutual reciprocity, self-efficacy and altruism have insignificant influences on knowledge sharing. In addition, trust is considered as the factor the contributed the most to knowledge sharing. Taking these factors into consideration will guarantee the success of knowledge management initiatives in the organization.

ABSTRAK

Pengetahuan di klasifikasikan sebagai satu sumber yang paling penting dan sering ditafsirkan sebagai satu keperluan kepada kestabilan organisasi dan kunci utama dalam menghadapi persaingan. Pengurusan pengetahuan adalah pengumpulan strategi dan praktis yang digunakan di dalam organisasi untuk kenalpasti, penghasilan, perkongsian, perpindahan dan membolehkan penerimaan pemahaman, pengalaman dan sumber pengetahuan diserapkan ke setiap individu atau dibangunkan di dalam organisasi sebagai proses atau praktis. Perkongsian pengetahuan dilihat sebagai satu aspek penting di dalam pengurusan pengetahuan. Tidak dinafikan, banyak kajian yang telah dibuat menunjukkan yang perkongsian pengetahuan adalah penting untuk prestasi sesebuah organisasi. Tujuan kajian ini adalah untuk menyiasat hubungkait diantara kepercayaan, sokongan pengurusan, persetujuan untuk memberi dan menerima diantara satu sama lain, keberkesanan identiti, kelakuan yang mementingkan hal orang lain dan perkongsian pengetahuan seterusnya mengenalpasti peringkat perkongsian pengetahuan dikalangan pekerja multinasional sesebuah organisasi di Arab Saudi. Untuk menguji hubungkait ini lima hipotesis telah dicadangkan. 245 soal selidik telah diedarkan kepada sampel populasi. 185 soal selidik telah digunakan untuk menguji keputusan bagi kajian ini. Pelbagai regresi digunakan untuk menganalisa data yang diperolehi. Keputusan kajian yang dibuat menunjukkan kepercayaan dan sokongan pengurusan mempunyai pengaruh positif ke atas perkongsian pengetahuan. Walaubagaimanapun, penemuan menarik yang diperolehi daripada kajian ini adalah persetujuan untuk memberi dan menerima diantara satu sama lain, keberkesanan identiti dan kelakuan yang mementingkan hal orang lain tiada signifikan yang mempengaruhi perkongsian maklumat. Sebagai tambahan, kepercayaan adalah faktor paling menyumbang kepada perkongsian pengetahuan. Mengambil kira semua faktor ini di dalam pertimbangan akan memastikan kejayaan inisiatif pengurusan pengetahuan di dalam sesebuah organisasi.