

A Conceptual Model towards Knowledge Productivity Behaviour

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Abstract: This research investigates the aspects impacting the Knowledge Productivity Behavior among librarian by using five dimensions of Big Five Personality traits namely openness, conscientiousness, extraversion, agreeableness and neuroticism through attitude perspectives. In the context of twenty first century librarian, the shift in the librarian's role has change due to technological changes as well as a change in the instructional, and supporting universities government needs. Thus librarian not only providing services but also producing research and publications especially in Research Universities Library. These changes have brought about a new image for the librarian with the ability to produce new knowledge base and skill set. Hence library is not only a place that provide information but also producing information. Nevertheless the librarian acceptance of this new task is not very overwhelming as we havent explore what are the factors that may lead to this scenario; reluctant to produce publication or research. Very few have attempted to discover the role of Big Five Personality traits and Attitude on Knowledge Productivity Behavior among librarians. In particular, research concentrating on Malaysian librarians is still very limited. Thus in this research the Big Five Personality (BFP) will be used in order to investigate especially in the aspects of personality and attitude.

Keywords: Knowledge Productivity; Knowledge Sharing; Big Five Personality; Theory Planned Behavior

1. Introduction

Organizing the work and learning processes that enhance knowledge productivity, becomes part of strategic and day to day business policy. Productive, improvement and innovation is essential in organizing work in order to produce product, service and process with quality. Productivity process is build from knowledge and known as knowledge productivity which create by knowledge worker. This process entails: identifying, gathering and interpreting relevant information, using this information to develop new skills and to apply these skills to improve and radically innovate operating procedures, products and services. Drucker, (1999) has argue on his statement which cited in Majid Ramezan (2012) article explain that the most important contribution management in organization where is they needs to make in the twenty first century is similarly to increase the productivity of knowledge work and the knowledge worker. Knowledge worker productivity will be the biggest managerial challenge of the twenty first century, and in developed countries. Knowledge worker is involved of researcher, trainer, professional, and academician whom they are responsible to make research on knowledge productivity in terms of innovation and improvement of company. There are a few factors that influence them in knowledge productivity which is the personality. There are 5 personalities that may influence person into knowledge productivity, which are extraversion, openness, neuroticism, agreeableness, and consciousness that known as Big Five Personality.

2. Knowledge productivity

Mostly management does not have the methods and tools to reveal the effectiveness of knowledge-based production processes and subsequently does not know how to improve knowledge productivity. In order to explain and improve organizational performance, managers who work in knowledge based organizations should have a clear sight of the main drivers of knowledge productivity in organization. Drucker was stated in his research which is, the concept of knowledge productivity is closely related to the concept of knowledge management.

Knowledge productivity can define in many ways by different organization in many contexts. One of Yi Chan & Yen Chan, (2010) was describe about knowledge productivity, which is, it's known as the ability whereby individuals, teams and units in the organization are receiving knowledge based development, productivity and innovation. Furthermore, some of the important steps for the productivity improvement are involvement of knowledge sharing behavior. From the previous research, knowledge sharing involves transferring knowledge from one specific context into other. These statement support by Lin (2008) as cited in Choi Sang Long et.al (2012) which she has stated that transferring knowledge from one to another unit can contribute to the organizational performance of firms or productivity of organization.

3. Big Five Personality

The Big Five framework of personality traits has emerged as a strong and parsimonious model for understand the relationship between personality and academic behaviour which this statement was supported by Poropat (2009). Positive attitudes and thinking is recommended for those individual who are involved with knowledge management process. This is because, positive personality will produce a successful performance and also influence the career. As well as knowledge productivity process, it also need of personality traits especially among professional. The impacts of knowledge productivity actually influence from individual personality traits. According to Tung-Ching and Chun Thai, (2012) stated that, knowledge productivity is trending phenomena that involve of interaction and communication through social and interpersonal.

This means that, people can represent knowledge by various methods even though via social network or research paper which it involves of interpersonal interaction. Besides that, through communication also, people can present knowledge via social network such as sharing knowledge. Other than that, Shavelcon and Bolus (1992) mentioned that, from people with self-concept who are trust themselves with their experience will influence others through their behavior. The best theory that describes personality behavior is the Big Five Personality which consists of openness, extraversion, neuroticism, agreeableness, and consciousness. This section will describe each or big five personality traits more details and the impact of this personality among librarians towards knowledge productivity.

4. Theory Planed Behaviour (TPB)

Theory Plan Behavior (TPB) is originally derived from the Theory of Reasoned Action which it has mentioned by Ajzen & Fishbein (1980) cied in Ángel Herrero Crespo (2008) articles. The TPB is similar to other cognitive decision making models, which means that individuals make decisions rationally and systematically through information available to them. In the TPB, Armitage & Conner has argued that intentions are defined as the indication of an individual's willingness to perform a given behaviour. Intentions, in turn, are proposed to be a function of three independent determinants. The first determinant of intentions is the person's attitude, conceptualized as the overall evaluation, either positive or negative, of performing the behavior of interest. The second determinant of intentions is subjective norm, which reflects perceived social pressure to perform or not perform the behavior. The third determinant of

intentions is perceived behavioral control, which reflects the extent to which the behavior is perceived to be under volitional control.

Furthermore, Armitage and Conner have determined that the TPB has been used extensively in a broad range of research areas to successfully predict behaviour. In organizational settings, the TPB has been used to understand technology adoption, worker intent towards an employee involvement program, utilization of structured recruitment techniques in staff selection, the prediction of managers' intentions to improve their own skills following situation of feedback and the extent to which managers undertake benchmarking within their organization.

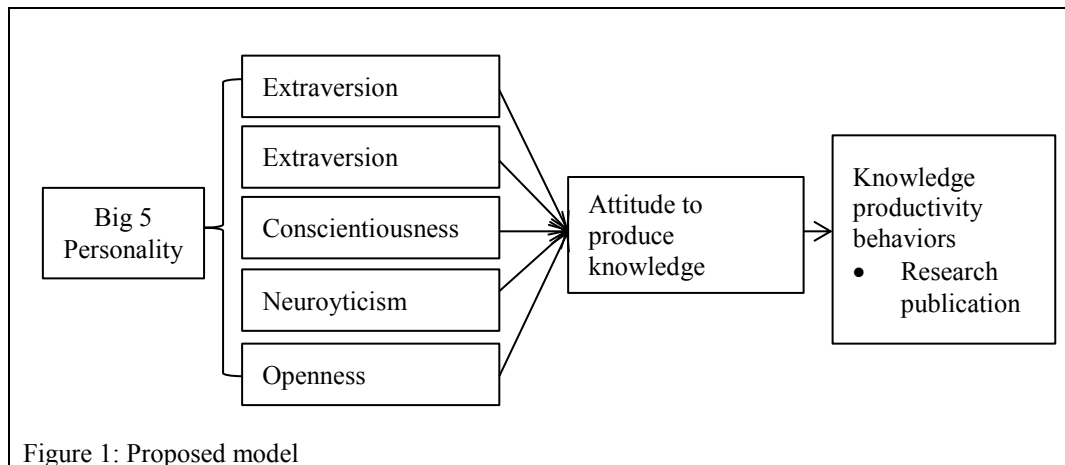


Figure 1: Proposed model

The present research is designed to add to the combined understanding of the BFP aspects likely to underlie individuals' behavior towards knowledge productivity behaviors. Since knowledge productivity behaviors could be affected by personal aspects, this research suggests to alter the Theory of Planned Behavior (TPB) by including the BFP aspects, towards knowledge productivity. The theoretical model of the TPB is adopted for social psychology to explain virtually and human behavior (Tsai, Chen & Chien, 2012). Within the core of the theory of planned behaviour lies the central construct, which is human behavioural intentions to perform certain behaviours. Previous studies have shown that attitude positively influences behavioural intentions. Attitude is conceptualized as referring to the degree to which an individual favours or does not favour the behavior being performed. Within the core of the theory of planned behaviour lies the central construct, which is human behavioural intentions to perform certain behaviours. Behavioural intentions can be defined as the anticipated outcome that guides planned actions. These behavioural intentions represent what would motivate and influence users to act in certain behaviours (Al-Debei, Al-Lozi & Papazafeiropoulou, 2013).

5. Discussion and conclusion

This conceptual paper is reviewing the previous literature from any researcher on knowledge productivity. This study is investigated the relationship personality and behavior which is contain of theory plan behavior and big five personality and knowledge productivity. This study want to show that, librarian's personality and behavior influence knowledge productivity either to her/himself or to library organization itself. Besides that, this research can determine which factor that intend librarian's into knowledge productivity. For example, librarians who have knowledge are making improvement and innovation either for their future study or contribution to their library organization.

On the other side, this study is focusing on knowledge productivity that contain of 3 dimensions, there are the factor that be measure; processes, product & services and information technology. From the study, it can indicate this 3 dimensions is measure to librarians either they applying knowledge towards the factor or not. However, when this dimension has measure, this study can indicate that librarian is making improvement and innovation in order to enhance knowledge productivity in the library.

Acknowledgment

It is a pleasure to thank the various people who made this paper possible. Special thanks are ad-dressed to RAGS fund via the sponsorship by the KPT Malaysia and our colleagues in UiTM Kedah who have helped us with the creation of this paper.

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