A Study of Knowledge Sharing Behavior: The Decomposed Theory of Planned Behavior

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ABSTRACT

Using The Decomposed Theory of Planned Behavior basis, this paper looks at individual knowledge sharing willingness and behavior from the perspective of belief towards individual knowledge sharing, subjective, and perceived behavioral control. To do that, we use convenience sampling to administer 2,210 questionnaires to graduate students receiving their master's degree or Ph.D. in 2003. A total of 830 valid responses were received. We then tested our hypothesis using AMOS 4.0 statistical software. Our findings supported our hypothesis on the influence of contribution, extrinsic reward, altruism, and irreversibility on an individual's willingness to share knowledge; Individual's knowledge sharing behavior would be affected by the resources of subjective; The higher the emerge and times individuals need to pay for sharing their dissertation or related materials to others, the lower the knowledge sharing would be behaved by individuals; hence, it also examines that the cause-effect relationship among the internal variables on the The Theory of Planned Behavior model is positive. From this we can see that of the 13 predictions made, 11 were supported by our findings, while two failed to be established.

Keywords: Knowledge Sharing; The Decomposed Theory of Planned Behavior

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