

A Study of Yahoo!Kimo Knowledge Creators' Loyalty of Knowledge Sharing from the Perspective of Experiential Value / 王雅

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ABSTRACT

In this era of knowledge economy make the best use of knowledge will bring individuals and organizations a competitive advantage.(Teece,2000) Trend in the interaction WEB2.0, Yahoo! Knowledge+ is very important on the modern social networking platform for knowledge sharing. Yahoo! Knowledge+ by an interactive question and answer free way to make the experience to solve personal problems is copied, the application, or even a cross-regional, cross-cultural question and answer site. Therefore, this study which factors will contribute to knowledge of family Yahoo! users interested in sharing knowledge. Based on the Theory of Satisfaction, this research introduces experiential value as the affecting variables and investigates which variables affect Kimo Knowledge writers' knowledge sharing behaviors in our country. Survey research is conducted and statistical data analysis is done on the data collected by using questionnaires. The results of this research are as follows: in the four variables of experiential value, obligation value positively affect loyalty while utilitarian value, hedonic value and status value do not ; satisfaction positively affect loyalty. These results and managerial implications are given to people and managers of all businesses in our country for references.

Keywords : Kimo Knowledge+, Experiential Value、 Knowledge Sharing

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