

以階層線性模式探討個人態度信念及學校國際化程度對知識分享之影響 = Using hierarchical linear modeling to investigate the i

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摘要

本研究延伸解構計畫行為理論來探討專業虛擬社群之知識分享行為，主要檢視個體層次變項(期望報酬、知識損失、利他主義、遺憾、害羞行為及組織承諾)及群體層次變項(期望報酬、知識損失、知識分享氣候、組織承諾及國際化程度)對個體知識分享態度之影響，並進一步檢視知識分享態度之後果。研究樣本為台灣的56個系所的545位學生，並以階層線性模式及迴歸分析進行假說的驗證。結果顯示個體層次變項均與個體知識分享態度有關，而群體層次之知識損失、知識分享氣候、組織承諾對知識分享態度亦有顯著相關。最後，個體知識分享態度對個體知識分享意圖以及個體知識分享意圖對個體知識分享態度之假說亦皆獲得支持。

關鍵詞：解構計畫行為理論、專業虛擬社群、知識分享

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