Using hierarchical linear modeling to investigate the influence of attitudinal belief and internationalization on knowle

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ABSTRACT

This study extended decomposed theory of planned behavior to analyze what determines PVCs members' willingness to share knowledge. This paper examines how individual-level variables (expected reward, loss of knowledge, altruism, regret, shyness, and organizational commitment) and group-level variables (expected reward, loss of knowledge, knowledge sharing climate, organizational commitment and Internationalization) influences individual knowledge sharing attitude and how individual knowledge sharing attitude subsequently influences individual knowledge sharing behavior. Data was collected from 545 students comprising 56 departments of university in Taiwan. Hypotheses were tested with both hierarchical linear modeling (HLM) and regression analyses. Results indicated that individual-level variables were all related to individual knowledge sharing attitude. Moreover, group-level loss of knowledge, knowledge sharing climate, and group-level organizational commitment was related to individual knowledge sharing attitude. Finally, the relationships among knowledge sharing attitude, knowledge sharing intention, and knowledge sharing behavior were supported.

Keywords: decomposed theory of planned behavior professional virtual communities knowledge sharing

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