

The Influence of Personal Needs and Citizenship Behavior on Knowledge Sharing Intention-in Case of Chinese Employees

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ABSTRACT

At academic up many scholar's experts find through research, Internationalizing the competition ability source of the most important advantage of enterprise is the creation of[with] knowledge, And the again creating of the knowledge resource begin from organization member necessarily of "sharing" a beginning. But much phenomenon and experience display "sharing" on the actual situation is piece very difficult matter, Being "knowledge sharing" particularly is also a knowledge management up one big and tough subject, More very conducting philosophy of Chinese tradition "the all things stay a skill" is also a piece of stumbling block. Find through this research study analysis, its key factor lies in "person" and don't lies in a technique, Because the person understands to the knowledge, the attitude, value is various in the relation dissimilarity of its need to life, And "flock, F"(self and others) relation of the citizen behavior's cognition is different, And creation's attitude to "knowledge sharing" contain notable difference. The Taiwanese business people internationalizes degree currently gradually mature, in the enterprise of mainland already gradual localization, How let mainland the region be hired a staff through turn totally, inside "knowledge sharing" turned and turn, combined outside's baptizing have already reached personal With organization all ability knowledge again create of win situation more, is the larger subject which is at present to internationalize. Past hope this research can provide as a result: 1. On the scholarship: Organization through satisfy personal need relation and deepen citizen behavior Be subjected to by reaching the region in the influence overseas to hire a staff to be happy to the research of[with] the will relation of the knowledge sharing. 2. On the actual situation: Help a Taiwanese business people to provide to solve overseas the region in the localization process is hired a staff knowledge sharing And the knowledge manage up of problem method.

Keywords : Personal Needs,Citizenship Behavior,Knowledge Sharing

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