

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

吳春樹、吳孟玲

E-mail: 9403231@mail.dyu.edu.tw

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 he knowledge sharing behavior would be affected by the resources of subjective; The higher the emerges 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

Table of Contents

第一章 緒論	1.1 研究背景與動機	1	1.2 研究目的	2	1.3 研究流程	2	
第二章 文獻探討	2.1 知識分享行為	5	2.1.1 知識的定義	5	2.1.2 知識分享	6	
	2.1.3 小結	9	2.2 計畫行為理論	10	2.2.1 理性行為理論	10	
	2.2.2 計畫行為理論	11	2.2.3 小結	13	2.3 計畫行為理論之解構	14	
	2.3.1 態度之解構	14	2.3.2 主觀規範之解構	17	2.3.3 知覺行為控制之解構	18	
	2.3.4 模式架構之解構	18	第三章 研究方法	3.1 研究架構	21	3.2 研究對象	22
	3.3 操作性定義	23	3.4 統計方法	26	第四章 結果分析	4.1 信度分析	28
	4.2 效度分析	29	4.3 研究假說檢測	29	第五章 結論與建議	5.1 研究結論	33
	5.2 研究限制	36	5.3 後續研究建議	36	參考文獻	中文部分	38
	英文部分	40	附錄	47			

REFERENCES

1. 尤婷靜, 2003. 影響網路報稅接受意向之關鍵因素:三種理論模式之比較, 國立中正大學資訊管理研究所碩士論文。
2. 王文彥, 2002. 知識分享內外動機與知識分享行為之研究?以A公司為例, 國立中央大學資源管理研究所碩士論文。
3. 王志和, 2003. 隱性知識分享模式之研究?以國內IC設計業專案運作為例, 元智大學工業工程與管理研究所碩士論文。
4. 李淑娟, 2004. 父育理論之建構與驗證---父親心裡社會發展、父育知覺、父職參與及相關因素之研究, 國立台灣師範大學人類發展與家庭研究所博士論文。
5. 吳有順, 2000. 網路社群知識分享過程之研究?以企業管理教學網站為例, 國立政治大學企業管理研究所碩士論文。
6. 吳盛, 2003. 以計畫行為理論探討資訊人員的知識分享行為, 國立中山大學資訊管理研究所博士論文。
7. 汪金城, 2001. 研發機構分享機制之研究---以工研院光電所研發團隊為例, 國立政治大學公共行政研究所碩士論文。
8. 邱皓政, 2004. 量化研究與統計分析, 台北:五南圖書出版股份有限公司。
9. 金承慧, 2003. 研發機構組織成員分享行為意圖之研究---以工研院研發人員為例, 元智大學資訊播研究所碩士論文。
10. 胡瑋珊譯, 2001. Thomas H. Davenport & Laurence Prusak 著 知識管理, 台北:中國生產力中心。
11. 紀詩瑩, 2002. 企業員工自我導向學習傾向與知識分享意願關係之研究, 國立暨南國際大學成人與繼續教育研究所碩士論文。
12. 夏侯欣鵬, 2000. 權力與信任對組織內知識分享意願影響之研究-以銀行放款部門主管為例, 國立政治大學企業管理學系博士論文。
13. 張玉文, 2000. 知識管理的重要角色?CKO (知識長), 遠見雜誌, 三月, 知識管理別冊。
14. 陳家聲, 2003. 知識管理之理論基礎與實務, <http://www.kmrc.org/default.asp>。
15. 黃志強, 1999. 影響採用網路購物因素之研究?以網路書店為例, 國立中央大學資訊管理研究所碩士論文。
16. 黃銘延, 2002. 公務人員知識分享意願、組織信任與組織文化之關係研究, 國立台灣科技大學技職教育研究所碩士論文。
17. 鄒景平, 2000. 知識管理的成功關鍵因素, 軟體產業通訊, 29, pp.234。
18. 劉京偉譯, 2000. 勤業管理顧問公司著, 知識管理的第一本書, 台北:商周。
19. 劉家儀, 2001. 以人際關係論與計畫行為理論探討網路交友之現象, 國立中山大學資訊管理研究所碩士論文。
20. 劉常勇, 2000. 劉常勇管理學習知識庫, <http://www.cme.org.tw/know>。
21. 蔣佩真, 2002. 虛擬社群的知識分享:認知與行為間的關係, 國立中山大學資訊管理研究所碩士論文。
2. A. Alchian & H. Demsetz. 1972. " Production Information Costs, and Economic Organization, " American Economic Review, vol.62,pp.777-795.
2. Ajzen, I. 1985. From Intention to Action: A Theory of Planned Behavior, In J. Kuhl & J. Beckman (Eds.), Action control : From Cognition to Behavior. Heidelberg: Springer.
3. Ajzen, I. 1987. Attitudes, Traits, and Actions: Dispositional Prediction of Behavior in Personality and Social Psychology. Advances in Experimental Social Psychology, 20,1-63.

4.Ajzen, I. 1988. From Intention to Actions. Attitudes, Personality, and behavior (pp.112-150). Chicago: Dorsey Press. 5.Ajzen, I. 1989. " Attitude Structure and Behavior, " in A.R. Pratkanis, S.J. Breckler & A.G. Greenwald(Eds.). Attitude Structure and Function, Lawrence Erlbaum Associates, Hillsdale, NJ, 1989, 241-274. 6.Ajzen, I. 1991. " The Theory of Planned Behavior, " Organizational Behavior and Human Decision Processes, 50,179- 211 7.Ajzen, I. 2002. Residual Effects of Past on Later Behavior: Habituation and Reasoned Action Perspectives. Personality and Social Psychology Review, 6,107-122. 8.Ajzen, I. & Driver, B.L. 1992. Application of the Theory of Planned Behavior to Leisure Choice. Journal of Leisure Research, 24(3),207-224. 9.Ajzen, I. & Fishbein, M. 1977. " Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research, " Psychological Bulletin, 84,pp.888-918. 10.Ajzen, I. & Fishbein, M. 1980. Understanding Attitudes and Predicting Social Behavior. Englewood NJ : Prentice-Hall. 11.Ajzen, I. & Madden, T. 1986. " Prediction of Goal-Directed Behavior: Attitude, Intentions, and Perceived Behavioral Control, " Journal of Experimental Social Psychology, 22, pp.453-474. 12.Ajzen, I., Timko, C., & White, J.B. 1982. Self-Monitoring and the Attitude-Behavior Relation, Journal of Personality and Social Psychology, 42(3),426-435. 13.Bagozzi, R.P., & Y.Yi, 1988. On the Evaluation of Structural Equation Models, Journal of the Academy of Marketing Science, 16(Spring):74-94. 14.Bock, G.W. & Kim, Y.G. 2002a. " Breaking the Myths of Rewards: An Exploratory Study of Attitudes about Knowledge Sharing, " Information Resources Management Journal, pp.14- 21. 15.Bock, G.W. & Kim, Y.G. 2002b. " Determinants of the Individual ' s Knowledge Sharing Behavior: The Theory of Reasoned Action Perspective, " Proceedings of 6th Pacific Asia Conference on Information System (PACIS). 16.Booth, R, Bartlett, D., & Bohnsack, J. 1992. An examination of the relationship between happiness, loneliness, and shyness in college students. Journal of College Student Development, 33,157-161. 17.Cheek, J.M. 1983. Unpublished, Wellesley College, Wellesley MA 02181. 18.Constant, D. Kiesler, & Sproull, L. 1994. " What ' s Mine Is Ours, or Is It? A Study of Attitudes about Information Sharing, " Information Systems Research, 5(4),pp.400- 421. 19.Cronbach, L.J. 1947. " Test Reliability: Its Meaning and Determination, " Psychometrika, 12, pp.1-16. 20.Davenport, T.H. 1997. " Some Principles of Knowledge Management, " Working Paper. 21.Davenport, T.H. 1998. " Successful Knowledge Management Projects, " Sloan Management Review, pp.443-457. 22.Davenport, Thomas H. 1997. " 12 principles of knowledge management, " Training & Development, Vol.51, Iss.11, pp.71- 74. 23.Davenport, T.H., & Prusak, L. 1998. Working Knowledge: How Organization Manage What They Know. Boston: Harvard Business School Press. 24.Dixon, N. 2000. Common Knowledge: How Company Thrive By Sharing What. 25.Drucker, P. 1994. " The age of social transformation, " Atlantic Monthly,November,pp.53-80. 26.Edvinsson, L. & Malone, M.S. 1997. Intellectual Capital, New York: Harper Business. 27.Erikson, E. H. 1950. Childhood and Society. New York: W.W. Norton. 28. Fishbein, M. & Ajzen, I. 1975. Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. MA: Addison-Wesley. 29.Hendriks, P. 1999. " Why Share Knowledge? The Influence of ICT on Motivation for Knowledge Sharing, " Knowledge and Process Management, 6(2), pp.91-100. 30.Hidding, G. & Shireen, M. C. 1998. " Anatomy of a learning organization: Turning Knowledge into Capital at Andersen Consulting, " Knowledge and Process Management, Vol.5, No. 1,pp.3-13. 31.Ishiyama, F.I. 1984. Shyness: anxious social sensitivity and self-isolating tendency. Adolescence, 19(76),903-911. 32.Josephs, R.A., Larrick, R.P., Steele, C.M., & Nisbett, R.E. 1992. " Protecting the Self from the Negative Consequences of Risky Decisions, " Journal of Personality and Social Psychology, 62,26-37. 33.Kamath, M., Kanekar, S. 1994. Loneliness, shyness, self- esteem, and extraversion. The Journal of Social Psychology, 133(6), pp.855-857. 34.Kelley, H. & Thibaut, J.W. 1978. Interpersonal Relations: A Theory of Interdependence, New York: Wiley. 35.Kopfman, J.E., & Smith, S.W. 1996. " Understanding The Audiences of A Health Communication Campaign: A Discriminant Analysis of Potential Organ Donors Based On Intent To Donate, " Journal of Applied Communication, 24, pp.22 —49. 36.Leary, M.R. 1986. Affective and behavioral components of shyness: Implications for theory, measurement, and research. In W.H. Jones, J.M. Cheek, & S.R. Briggs (Eds). Shyness: Perspectives on research and treatment. 27-38. New York: Plenum Press. 37.Maslow, A.H. 1954. Motivation and Personality. New York: Harper & Row. 38.Morgan, S.E. & Miller, J.K. 2002. " Communicating about Gifts of Life: The Effect of Knowledge, Attitudes, and Altruism on Behavior and Behavioral Intentions Regarding Organ Donation, " Journal of Applied Communication Research, 30(2),pp.163-178. 39.Nancy, M.D. 2000. " Common Knowledge: How Companies thrive by sharing what they know, " Harvard Business School Press, Boston. 40.Nonaka, I. & Takeuchi, H. 1995. The Knowledge-Creating Company, New York: Oxford University Press. 41.Nunnally, J. 1978. Psychometric Theory, 2nd Editon, New York: McGraw-Hill. 42.Pilkonis, P.A. 1977. Shyness: Public Behavior and Private Experience. Dissertaton. 43.Polanyi, M., 1958. Personal Knowledge, Chicago: University of Chicago Press. 44.Polanyi, M., 1966. The Tacit Dimension, London: Routledge & Keegan Paul. 45.Probst, Raub & Romhardt 2000. " Managing Knowledge " , pp.3. 46.Probst, Raub & Romhardt 2000. " Managing Knowledge " , pp.193. 47.Puser, R.E. & Pasmore, W.A. 1992. Organizing for Learning. In William A. Pasmore & Richard W. Woodman(Eds), Research in Organizational Change and Development, London: JAI Press. 48.Quinn, J.B., 1992. Intelligent Enterprise: A Knowledge & Service Based Paradigm for Industry, New York Free Press. 49.Quinn, J.B., 1993. Managing the Intelligent Enterprise: Knowledge & Service-based Stategies, Planning Review, 21 (5): 13-16. 50.Quinn, J.B., Anderson, P., & Finkelstein, S. 1996. " Managing professional Intellect: Making the Most of the Best " , Harvard Business Review, March-April,pp.71-80. 51.Senge, Peter. 1997. Sharing Knowledge, Executive Excellence,Vol.14, No.11, pp.17-18. 52.Senge, Peter. 1998. Sharing Knowledge, Executive Excellence, Vol.15, No.6, pp.11-12. 53.Spek,R. V. & Spijkervet, A. 1997. Knowledge Management: Dealing Intelligency with Knowledge Management, New York: CRC. 54.Stauffer, D. 1999. Why people hoard knowledge. Across the board, 36(8), 16-21. 55.Stewart, T.A. 1997. Intellectual Capital, New York: Currency-Doubleday. 56.Sveiby, K.E. 1997. The New Organizational Wealth, San Francisco: Berrett-Koehler. 57.Szulanski, G. 1996. " Exploring Internal Stickiness: Impediments to the Transfer of Best Practice Within the Firm, " Strategic Management Journal, 17, pp.27-43. 58.Taylor, S. & Todd, P. 1995. " Decomposition and Crossover Effects in the Theory of Planned Behavior: A Study of Consumer Adoption

Intentions, " International Journal of Research in Marketing, 12, pp.137-155. 59.Taylor & Todd, 1995. " Understanding Information Technology Usage: A Test of Competing Models, " Information Systems Research, Vol. 6, No2, pp.144-176. 60.Wijnhoven, F. 1999. " Knowledge logistic in business contexts:Analyzing and diagnosing knowledge sharing by logistic concepts, " Knowledge and Process Management, 5, pp.143-157 61.Williamson, Oliver E 1975. The Economics of Organization: The Transaction Cost Approach American, Journal of Sociology, v87, Nov., pp.548-577. 62.Williamson, O.E. 1993. " Calculativeness, Trust, and Economic Organization, " Journal of Law and Economics, 36, pp.453-486.