Abstract
This paper reports on an investigation of the critical success factors (CSFs) of knowledge sharing behaviour (KSB) among Malaysian undergraduate students (MUS). The research question considered the question regarding “what makes knowledge sharing behaviour (KSB) successful among two Malaysian undergraduate communities in Manchester, United Kingdom and Kuala Lumpur, Malaysia?” The overall aim of the research is to identify the critical success factors (CSFs) for effective online knowledge sharing behaviour (KSB) among Malaysian undergraduate students (MUS). Each part of the study can be seen as a metaphor for three of the elements – Fire – for Knowledge Sharing as the sharing takes place rapidly and is difficult to control, Earth for Knowledge Recovery – seen as regeneration and Water for Knowledge Management – the liquid that allows all to flow in harmony and therefore all information to flow in natural and useful ways.

Keywords: Knowledge Management; Knowledge Sharing; Malaysian Communities; Online Behaviour; Blogs

ALSO have been accepted in


Global Perspectives on Knowledge Sharing:
Investigating Malaysian Online Community Behaviour

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Abstract
This paper reports on an exploration of the critical success factors of knowledge sharing behaviour among Malaysian undergraduate students. The paper presents an overview of knowledge and knowledge sharing and then presents empirical case study evidence. The two case studies that were identified as accessible and important were that of the Malaysian undergraduate communities in Manchester, United Kingdom and that of a similar undergraduate community in Kuala Lumpur, Malaysia. The research explored concerns about knowledge sharing behaviour and successful communication. This is an area which is of particular interest to the Malaysian government and so will have practical applications in the future.
Adaptation Knowledge Sharing Behaviour Theory in Developing Student Soft Skills

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Abstract

This paper is about determination process on how far the successful in knowledge sharing behaviour among Malaysian undergraduate students. The research question considered as “what makes knowledge sharing behaviour successful among Malaysian undergraduate community”. The overall aim of the paper is to identify the success factors for effective online knowledge sharing behaviour among Malaysian undergraduate students. Each part of the study can be seen through adapted theories from four established theories – Theory of Planned Behaviour (Ajzen, 1991), Social Capital Theory (Granovetter, 1973 as cited in Qureshi, 2006), Social Cognitive Theory (Bandura, 1977; 1986) and Social Exchange Theory (Homans, as cited in Devans, 2006; Liang et al, 2008). These theories are most favourable in knowledge sharing behaviour research (Liang et al., 2008), are applied in various types of disciplines, and mainly originate from sociology, political science, economics, phenomenology, and psychology. Some of the theories are widely used in information systems research (Chiu et al., 2006; Hsu et al., 2007); some are used in knowledge sharing research (Chiu et al., 2006; Hsu et al., 2007) for example, in the Social Exchange Theory (Hsu et al., 2007), and Social Cognitive Theory (Chiu et al., 2006; Hsu et al., 2007). As for virtual community research, theories like Theory Planned Behaviour, Social Capital Theory and Social Cognitive Theory have been the favourite theories to utilise. Theory Planned Behaviour and Social Cognitive Theory (Chiu et al., 2006; Hsu et al., 2007) have also been explored in health research (Fila and Smith, 2006; Baranowski et al., 2003). Human capital research or social science research have been mainly dominated by the use of Social Capital Theory (Hashim and Tan, 2009). Finally, these four adapted theories were integrated to become integrated Knowledge Sharing Behaviour Theory. This makes this paper finding more significant since this integrated theory is originally from the researcher. Lastly, aim of this paper achieved through presenting the three Tables consisting of findings Success Factors Perspectives in Community, Personal and Technology Web 2.0.

Keywords: Knowledge Sharing; Malaysian Community; Theories