

## KNOWLEDGE SHARING CULTURE AMONG STUDENT: A CASE OF UNIVERSITI TEKNOLOGI MARA MALAYSIA

NadhrahYaacob, \*Nur Syafira Rasdi, Nurul Ain Shahira Suhaimi  
and Wan Ahmad Zahin Wan Hassan

*Faculty of Information Management,  
Universiti Teknologi MARA (UiTM)  
Puncak Perdana Campus,  
Selangor, Malaysia*

### Abstract

Knowledge sharing is important for student in order to exchange experience, information and knowledge with other student. However, there are some issues regarding knowledge sharing such as trust, sensitivity and staff not interested. Therefore, it is important to identify the level of knowledge sharing among student. The aim of this paper is to evaluate the level of knowledge sharing culture among student.

**Keywords:** *knowledge sharing; student, trust; university*

### INTRODUCTION

Knowledge sharing is a way of gaining and giving knowledge with other persons and it's more interesting instead of reading books. Knowledge sharing is defined as exchanging experience, events, thought or understanding on anything in general with an expectation to gain more insights and understanding about something for temporary curiosity. In other word is the process of exchanging knowledge of skills, experience, and understanding. Knowledge sharing is the ability to synchronously share real-time information with suppliers and customers (Meacham et al., 2013). The information is available to all supply chain partners as needed on a real-time basis.

Knowledge sharing practice in relation to personal data is not only impacted by the availability of and successful use of information technology tools, staff attitudes to knowledge and information sharing, but also by the legislative and regulatory framework under which the information sharing takes place (Peel & Rowley, 2010). Knowledge as a state of knowing that constitutes facts, concepts, principles, laws, casual relationships, insights, judgments, intuition, and feeling. Knowledge sharing is believed to be one of the most important processes for knowledge management. It involves the exchange of both explicit and tacit knowledge at the individual, group, and organization levels.

*\*Corresponding author:* Nur Syafira Rasdi

*Address:* Faculty of Information Management, Universiti Teknologi MARA, Malaysia

*Email:* syarsd@gmail.com

Two keys concepts in knowledge management are tacit knowledge and explicit knowledge. Tacit knowledge, is referred to as what people carry around with them, what they observe and learn from experience, and what is internalized and therefore, not readily available for transfer to another. Explicit knowledge is that which has been formalized in our heads or documented in books and papers and it is easily transferable. While tacit knowledge resides in the human mind, behaviour, and perception. Tacit knowledge evolves from people's interactions and requires skill and practice.

Knowledge sharing in university has been recognized as an important and interesting area of study in the academic world. Many researchers intend to conduct study on how does knowledge sharing culture been blend in universities, but there are still no comprehensive research about knowledge sharing culture in universities especially in Malaysia. This study aims to fill the gap by exploring knowledge sharing culture at Universiti Teknologi Mara (UiTM) Puncak Perdana. The purpose of this research is to exploring how staff and students in UiTM Puncak Perdana sharing their knowledge among them and also to identify tools used for sharing knowledge among them.

### ISSUES

- **Trusted information sharing**

Information sharing can be done in many ways, whether directly or indirectly as well as professionally or in spontaneous way in society's daily lives. One of the issues arisen is to find the actual trusted information sharing among the students or lecturer. Basically, information sharing can be done through conversation between two or more people. Providing information identifies information sharing as a one-way process. When a conversation happened between two or more people, they tend to spread information and thus the information sharing happened as well. One-to-one or one-to-many proactive providing of information represented situations where information was shared between two or more persons and where participants gave information to another person who had not necessarily asked for such information. For example,

information was shared with a friend about faculties available in UiTM Puncak Perdana Campus.

Other than that, information exchange in online settings was further divided into online forums and social media settings. Students and lecturers used online forums as a platform to exchange information and interact with other people. Information sharing is also practiced through social media which is one of the biggest contributions to the information sharing in this globalization era. For example, a Facebook platform was used to exchange information about learning a certain subject on the move. Moreover, nowadays people are more active on Twitter to share information.

Nevertheless, all of these ways of information sharing are unable to guarantee trusted information sharing because it comes from a variety of sources without authority. Especially when it comes to direct conversations, the people who shared or spread the information could not be known from where they acquired the information. Thus, the information that has been shared could not be confirmed whether it is trusted or not. On the other hand, information sharing through the internet, especially social media, is abundant with so many people share the interesting information without confirming its accuracy. For instance, in Facebook people are not aware of the effect of sharing false information; it could cause information conflict when the information received is not true or accurate. The same thing happened on Twitter and Whatsapp application, some people share information often not realizing that the information should be evaluated first, unless it comes from a right authority then it is right to practice information sharing.

- **Sensitivity**

A number of studies have shown that many students are confused because of the sharing of knowledge, particularly those in urban and high-poverty areas, are plagued by decaying buildings that threaten the health, safety, and learning opportunities of students. Sometimes students engage in rude behaviours because they have become disengaged from too many pieces of information from knowledge sharing. This can happen if they are bored, confused or frustrated. It can also happen if the material is sufficiently controversial or sensitive that students become anxious, uncomfortable, or angry.

- **Staffs are not interested to share their knowledge**

In every organization, knowledge sharing seems to be an important aspect that people need to give attention. Knowledge sharing is very important because it can lead staff, and organization to achieve the goal target. But, every success must have some of the difficulty that the organization needs to get through. According to Nonaka & Takeuchi (1995); Tong (2014), the effectiveness of knowledge driven work relies on the creation of new knowledge and the sharing of useful existing knowledge through the interaction of tacit and explicit knowledge. Knowledge sharing seems to be vital to every organization to increase the performance of the organization.

## RESEARCH QUESTIONS

- How UiTM Puncak Perdana staff and students share their knowledge?
- What are the preferred tools for knowledge sharing among students?
- What are the problems for sharing knowledge in UiTM Puncak Perdana.
- Why knowledge sharing is important?
- What is the culture of knowledge sharing at UiTM Puncak Perdana?
- How to encourage staff and students at UiTM Puncak Perdana to practice knowledge sharing?

## RESEARCH OBJECTIVES

The aim of this paper is to evaluate the knowledge sharing culture among students at UiTM Puncak Perdana Campus. In order to achieve this aim, we aim:

- To identify tools for knowledge sharing in organization.
- To identify issues in knowledge sharing.
- To expose all students and staff at UiTM Puncak Perdana about the importance of knowledge sharing.
- To identify the culture of knowledge sharing at UiTM Puncak Perdana.
- To encourage all students and staff practicing knowledge sharing culture.

## FRAMEWORK AND EXPECTED OUTCOMES

Based on our objectives stated, the expected outcome may relate to the objectives. From this research, it can give awareness about knowledge sharing culture especially at UiTM Puncak Perdana Campus. The researcher is aware about the level of knowledge sharing especially for students and staffs at UiTM Puncak Perdana Campus. Moreover, this research can investigate the students and staff on how they share their knowledge which means the ways of their sharing knowledge. Other than that, this research can identify tools for knowledge sharing in organization. The researcher can define the suitable tools for implementing the knowledge sharing culture at organization. Furthermore, this research can identify the issues in knowledge sharing. The problem or issue are already stated. Other than that, the researcher can know about the importance of knowledge sharing and what is the impact of knowledge sharing in organization. This research can identify the culture of knowledge sharing especially at UiTM Puncak Perdana Campus.

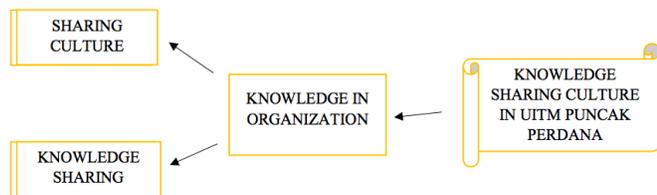


Figure 1. Research Framework.

Based on Figure 1, there has dependent and independent variables. The dependent variable is knowledge sharing culture in UiTM Puncak Perdana. The independent variables that we can measure define from the literature review are sharing culture and knowledge sharing.

## CONCLUSIONS

In conclusion, there are several issues regarding the knowledge sharing culture at the UiTM Puncak Perdana. Our suggestion is UiTM Puncak Perdana need to do some campaign to make students or lecturer's practices knowledge sharing with each other because sharing knowledge is important as we know and give many benefits. Sharing ideas is good because when we give our ideas others people can use the information given and gain their knowledge too. Besides, UiTM Puncak Perdana also can promote the knowledge sharing culture by using the broacher or notice on the board at the library or anywhere in the faculty.

In conclusion, this study aims to explore how the UiTM Puncak Perdana students share their knowledge. Knowledge sharing among peers plays an important role in students' learning process. This study will provide useful insights to management of university in order to provide knowledge sharing tools to enhance knowledge sharing initiatives among students. Students also develop knowledge sharing attitude for enhance learning, preparing self to join work environment in the future and also to create knowledge base society in the future.

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