

# Examination of Affecting the Attitude of Faculty Members Tend to Use Knowledge Sharing

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**Abstract:** Aims: The present era of intellectual depth to give full attention to the contribution of human resource information in order to use a tool called a visionary and knowledge to deal with uncertainty retain the position of creativity and innovation, the data used to spread the arena of competition release inhibition organizations, has great importance in the present study aims to investigate the factors influencing knowledge sharing was faculty. Methods: The purpose of the present research in terms of functional and descriptive data collected from the survey. Survey included faculty members of Islamic Azad University city of Shiraz is the number of members by 100, of which 55 questionnaires web through the System Management University of the members had been completed. The instrument used in this study to collect data and information about the faculty and teachers of the questionnaire. Data analysis was performed using spss software. Results: Factors of effective knowledge sharing based on the prevailing attitudes of faculty members in the conceptual model were studied. Was found that the effects of each on knowledge sharing. Conclusion: 4 factors were examined by multivariate regression based on statistical analysis, IT and Social Indicators, have played an important role in knowledge sharing.

**Keywords:** Knowledge sharing, information technology, social trust, faculty

## INTRODUCTION

In today's world, most notably characterized by rapidly changing competitive environment and physical and tangible assets cannot only rely on organizations to reach their intended target. In fact, individuals, governmental and non-governmental organizations, and various institutions if you want to maintain their current position in the competitive environment of the community or improve their development needs has its intellectual capital and its surroundings offer more value. For this purpose, from the late 1990s knowledge management as a new approach for the management of watershed management and other related texts (1). It is located in the evolution of management methods and successful organizations recognize today and the concept of knowledge management to become to become common knowledge to the organization as their most important asset of the company. In order to gain competitive advantage, organizations should seek expert's forces or skills needed to teach them, however, these measures alone are not enough and should convey the importance of experience and knowledge from experts to beginners and people need to be considered. Accordingly, it is desirable that organizations pay more attention to knowledge-based resources available. Sharing or share a fundamental tool for the application of knowledge, innovation and its application in the organization and ultimately achieve competitive advantage (2). Knowledge sharing between individuals exploit and capitalize on knowledge-based resource enables groups. The importance of this issue to the extent that today a number of organizations, their knowledge is measured and represent the intellectual capital of the organization and the index for rating agencies in their reports reflect (3). Moreover, undeniable knowledge sharing as an essential part in the success of organizations, organizational wide range of ideas, includes strategic initiatives, economic, behavioral and management in place. In today's world production of goods and services are heavily knowledge-based, knowledge is the key asset. Given that the main competitive with any business, creating and transferring knowledge within the organization, organizations should seek effective ways to disseminate knowledge among people across various levels of the organization (5). Rapid changes in the economic, social and technological nature are affecting people's lives and a serious impact on higher education institutions in the twenty-first century is laid. For this reason, many attempts have been made to develop information technology in higher education. As a result, many of the limitations of time and space for teaching and learning has been resolved and by creating concepts including virtual learning

environments and virtual university education is widespread and rapid changes. All categories of knowledge as an integral component of an organization and organizations that can provide a suitable framework for the optimal use of resources to achieve their goals, their design, will be successful (6).

Since one of the main functions of university knowledge transfer, knowledge management and sharing, at the university outlook is relative. Universities should realize that admission processes, techniques and ideas for easy sharing of knowledge in education than other organizations in fact, to maximize value and focusing on creating more sources of knowledge-sharing process it and understand it, you need to identify risk factors and to get better results improved (7). In universities, particularly the issue becomes more significant, because universities other than the main base of new knowledge and its transmission to others. Technology tools to allow users concurrently and asynchronously, with two or more people interact with each other. Organizations that are equipped with the online system, they can share knowledge is a process through online communications. Including virtual universities because of the physical nature of knowledge and the type of organization, this issue is of considerable importance to them. Since knowledge sharing, knowledge management is an important part of the system, so it is appropriate the factors surrounding this issue and research and analysis done to improve their performance (8).

### METHODS

According to the hypothesis, the model presented and explained:

Figure 1: A conceptual diagram

Hypothesis 1 organizational culture has a significant impact on member's knowledge sharing activities

H2 organizational structure has significant relationship with knowledge-sharing activities to the people.

Hypothesis 2 more suitable information technologies, in universities, is more conducive to knowledge sharing.

Hypothesis 3 levels of social trust among members in universities, is positively related to knowledge sharing activities of individuals.

In this study, according to research that is to investigate the factors influencing the use of knowledge sharing and what better way to implement this system will help. The research is applied to the study of the nature and method because for accurate identification of factors and variables related to knowledge sharing and establish the relationships between them. The research is descriptive and survey research population includes faculty members of Islamic Azad University of Shiraz city the population was 100 web-based questionnaires of 55 cases through the system to the members of the University Learning Management System had been completed. The response rate was about 50 percent. The instrument used in this study to collect data and information about faculty and faculty assistants, the questionnaire reliability and validity of the research field has been studied before. It given that the questionnaire in previous research had used (Keshavarzi and Akhundzade, 7897; Alizadeh et al, 7889).

The scholars and experts in the field of e-learning and knowledge management in terms of validity were confirmed. To validate the questionnaire, 15 questionnaires were among faculty and faculty assistants Cronbach's alpha coefficient was calculated as 90% because more than 7%, the questionnaire has good reliability. The independent variables in this study: organizational culture (4 questions) organization structure (3 questions) information technology (4 questions), social trust (4 questions), knowledge sharing are factors affecting the dependent variable to measure knowledge sharing with (5 questions) is used. First to analyze the normality of the variables examined and in the case of normal two variables Pearson correlation coefficient and finally used multivariate regression.

### Findings

-Descriptive analysis of questionnaires (organizational culture - organizational structure - knowledge sharing - Information technology - organizational model of social trust) in the following table outlines the mean, median and variance of the study questionnaire.

If calculated the average rating of the corporate culture is 3.58, middle 3.73 and variance 0.81, average rating of the organizational structure 3.56, middle 3.62 and variance 84, average rating after the knowledge sharing with 3.76, middle 3.79 and variance 89 is the average of ratings information technology equal to 3.41, 3.60 and variance 0.96 middle is equal to the average level of social trust 3.31, middle 3.40 and variance is 0.84.

Table 1. Inventory explanatory variable dimensions

Variance	Middle	Average	Dimension
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81/0	73/3	58/3	Organizational Culture
84/0	62/3	56/3	Organization Structure
89/0	79/3	76/3	Sharing knowledge
96/0	60/3	41/3	Information Technology
84/0	40/3	31/3	social trust

**Normality test of variables**

For the analysis and selection of appropriate tests, you must first go to the normality of variables. Because if they are normal variable, it will be allowed both parametric and non-parametric tests we use tests. But if not normal variable, we will be only allowed to use non-parametric tests. Test used to assess the normality of variables is Kolmogorov-Smirnov (KS). This test is used when we want to see variable data are normal or not. The level of significance of the test is more than 0.05 null hypothesis based on normality of the data accepted.

Table 2. Inventory dimension data normality test

Condition	Sig	Kolmogorov-Smirnov	Variables
Is normal	226/0	470/1	Organizational Culture
Is normal	202/0	764/1	Organization Structure
Is normal	925/0	548/0	Sharing knowledge
Is normal	625/0	707/1	Information Technology
Is normal	326/0	396/1	social trust

According to the table above values of Kolmogorov - Smirnov and sig value for each of the questionnaires (organizational trust - institutional partnerships - organizational support - have a clear goal - organizational model - promote the concept of the meaning and the meaning of life) has been studied. It is observed that for the questionnaire sig value is greater than 0.05, as a result, all data questionnaire aspects of the study are normal.

Table 3. Correlation factors influencing knowledge sharing with attitude about sharing knowledge

Result	Significant level	Correlation	.Variables
There was a significant positive correlation	002.0	515.0	Organizational Culture
The absence of a significant relationship	195.0	215.0	Organization Structure
There was a significant positive correlation	002.0	550.0**	Information Technology
There was a significant positive correlation	001.0	530.0**	social trust

Table4. Multivariate regression attitude about knowledge sharing:

Result	Significant level	T-statistic	Beta	Factor	Variables
The model is significant	001.0	10.4		11.3	Constant factor
The model is not significant	165.0	-438.1	- 140.0	- 317.0	Organizational Culture
The model is significant	136.0	-50.1	- 312.0	- 240.0	Organization Structure
The model is significant	010.0	58.2	403.0	322.0	Information Technology
The model is significant	005.0	452.2	452.0	323.0	social trust

**P= 003.0**

As can be seen from the following table amount) or a significant level (model less than 0.05 is equivalent 0.003 to show the significance of the model.

Check Hypothesis 1: The impact of organizational culture on knowledge sharing

Pearson coefficient calculated for organizational culture is equivalent 0.515 is at level 0.001 is significant (p = 0.002)

Check H2: The effect of organizational structure on knowledge sharing

Pearson coefficient calculated for the variable structure at 0.215 at the level of 0.05 is not significant (p = 0.195)

Hypothesis: 3 impact of information technology on sharing

Pearson coefficient calculated for variable information technology is equivalent 0.550 is at level 0.01 is significant with  $p = 0.002$ )

Hypothesis 4 effect of social trust on knowledge sharing

Pearson coefficient calculated for social trust is equivalent 0.530 at level 0.01 is significant with  $p = 0.001$ )

These findings suggest that hypotheses 4, 3 and 1 showed a significant relationship is effective on knowledge-sharing process at the University.

## DISCUSSION AND CONCLUSION

Given that most people in an educational setting your own personal knowledge as a powerful source of leverage to influence or as a guarantee for the continuity of their jobs is that they and are reluctant to share it with others with the implementation of this research is to implement the necessary research and faculty and be strong in the knowledge sharing between individuals (9).

Because the transfer of knowledge is not only dependent on one's ability but also rather more dependent on individual demands and an atmosphere of trust between people can have a positive impact on these demands (10). Given that the result of regression analysis can be seen that both IT and social trust, the most important factors in knowledge sharing between individuals in virtual universities, faculty members say the infrastructure communication channel for knowledge sharing activities at the university and the technical aspects of the university is compatible with the working process (11). The results determined on the basis of social trust that members have confidence in the skills and expertise of their colleagues and from the desire to share your knowledge with others. As well as those regarded two-way process of sharing knowledge and that if they are sharing their knowledge with others, they will provide useful information to your colleagues.

Since the adoption of aspects of information technology and communication channels at the university, has played a positive role in people's attitudes, it is recommended that the authorities in wider access to the right tool to plan and manage cases (12).

It can also be argued that technological capability, immediate access to vast amounts of data and long-distance collaboration facilitates teamwork and between the units has facilitated. According to the technology tools based on the work of everyone in the organization have placed him to his knowledge of the technology and thereby maintain or the other, knowledge sharing system easy to use and learn. The time it takes to experience the business, the costs of finding and access to valuable knowledge has been low (13). As a result, positive feelings and knowledge sharing occurs in members of the system.

Use of this system is enjoyable and valuable to them. Having a positive attitude towards knowledge sharing from members can create new opportunities and innovation in the organization and greater success for organizations and individuals in a position to respond to environmental changes and provide new capacity expansion (14). This will be rational and objective solutions to solve present problems. Organizations and individuals in such a situation could have executive and better performance when needed and the most important factor for the positive attitude of the potential into action, morale and motivation of the people is through education that involves creating such a climate, organizations are members. Organizations to enhance this approach can provide various consulting and training programs to improve members' performance; this training in terms of ability and of the activities must be designed (15).

Considering the significant role of culture in creating a positive attitude among faculty members based on the results of this study suggests that the managers and university officials, the conceptual framework of incentives for activities leading to creative and innovative people create knowledge sharing and activities, through this system of thought desirable to institutionalize their participation in the organization.

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