



Knowledge sharing behaviour among Sri Lankan public University undergraduates: An application and extension of the theory of planned behaviour

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Abstract

This study investigates the antecedents of knowledge sharing behaviour among the undergraduates in an emerging country context, using widely accepted socio-psychological theory. 251 usable responses were collected using questionnaire surveys from one of the State University in Sri Lanka. Multiple regression analysis using SPSS was employed for analyses. The findings showed that attitudes towards knowledge sharing, subjective norms and perceived behavioural control are positively associated with knowledge sharing intention. Further, knowledge sharing intention and level of Information Communication Technology (ICT) usage enhance the knowledge sharing behaviour. This study contributes to the theory of planned behaviour in knowledge sharing context. Practically, this study provides several recommendations to enhance knowledge sharing behaviours.

Keywords: knowledge sharing behaviour, knowledge sharing intention, theory of planned behaviour and undergraduates

Introduction

The concept of Knowledge sharing behaviour plays a vital role in a knowledge-based institution. Knowledge sharing has become a topical issue among researchers (Boateng et al., 2017). Scholars defined the notion of knowledge sharing as the learning process. For example, Connelly and Kelloway (2003) defined knowledge sharing as a set of behaviours that involve exchanging information among the members of an organisation. Ali (2009) defined knowledge sharing as exchanging and gaining knowledge through informal and formal channels by using technical instruments. Accordingly, knowledge sharing is considered the foundation of learning and research at colleges and universities (Kumar, 2005). Today's economy has shown the importance of knowledge and intellectual capital to organizations.

The studies on knowledge sharing behaviour predominantly focused on the Information Technology-related industries (Bartol & Srivastava, 2002;