

Abstract

Introduction: The use of knowledge and sharing it has been converted to a strategic resource to achieve and maintain competitive merit. Knowledge sharing is a critical issue for organizations. They define it as the activities for transferring and distributing knowledge from one person, group, or organization to another person, group or organization. The subject of knowledge sharing is of particular significance, especially in universities which are the source of knowledge production. Since the Theory of planned behavior includes elements which take into consideration the important dimensions of behavior prediction, it can be utilized in investigating beliefs, values, and attitudes that are within the knowledge sharing behavior. This theory assesses the influence of attitude factors, mental norms, and perceived behavioral control on intention to perform behavior. Thus, this study has been conducted aiming at investigating the effective factors on knowledge sharing among faculty members of Kerman University of Medical Sciences.

Material and Method: The present study is an analytical kind of survey research instruments includes a researcher-made questionnaire which is based on the theory of planned behavior. The population of this study includes 395 participants from faculty members of Kerman University of Medical Sciences out of whom the sample size of 120 participants was determined using co relational coefficient. In order to analyze data descriptive statistics, frequency distribution, percentage, variance, mean, and standard deviation were used and at the level of inferential statistics general linear model was used. The analysis conducted by SPSS version 16 software.

Findings: The results showed that there is no significant relationship between the attitude and the intention of knowledge sharing but there is a positive and significant relationship of mental norms and perceived behavioral control with the faculty members' intention of knowledge sharing. There is no significant relationship between demographic information (including age, gender, college location, academic ranking, academic degree, and teaching experience) and attitude and mental norms but based on the ranking of the participants, significant relationship has been observed between demographic information and perceived behavioral control with the intention of knowledge sharing.

Conclusion: The results showed that the theory of planned behavior has been effective regarding the expression of the effective factors on knowledge sharing, and in order to promote knowledge sharing behavior of faculty members of Kerman University of Medical Sciences, it is necessary for educational and research administrators of the university to apply remedial measures in their agenda for the improvement of faculty members' attitude. In addition to elements of this theory, some of intervening variables like academic ranking of faculty members can influence on the intention of knowledge sharing.

Keywords: Knowledge sharing, theory of planned behavior, faculty members, Kerman University of Medical Sciences