Thesis Report

On

Attitudes of Students Regarding Knowledge Sharing Culture: A Case Study on Sonargaon University.

Submitted to:

Department of Business Administration

Sonargaon University, Dhaka.

Submitted by:

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Program: RMBA

Major: Marketing

Department of Business Administration

Sonargaon University, Dhaka.

Date of Submission: 5th September 2023.

Sonargaon University (SU)
Dhaka-1215

Thesis Report

On

Attitudes of Students Regarding knowledge Sharing Culture: A Case Study on Sonargaon University.

Supervised By:

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Date of Submission: 5th September 2023.

Letter of Transmittal

5th September, 2023

Md. Shahbub Alam

Lecturer

Department of Business Administration

Sonargaon University, Dhaka.

Subject: Submission of Thesis Report

Dear Sir,

I hereby submit you the thesis report on Attitudes of Students Regarding Knowledge Sharing Culture: A Case Study on Sonargaon University. This is a requirement for the fulfillment of the RMBA Degree. While doing the thesis, despite of several limitations, I tried to put all the knowledge of courses and focus on the objectives. I believe I have been able to make an understanding of the subject matter and the important issues that were required to obtain.

I tried my level best to make an applicable and feasible report so that it will be as effective as it was expected to be. I consider providing any information or clarification if necessary.

I hope you will accept my thesis report and oblige thereby.

Sincerely Yours

.....

Md. Ahsan Habib

ID: RMBA2201025005

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Major: Marketing

Department of Business Administration

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Student's Declaration

This is to notify that this report titled **Attitudes of Students Regarding Knowledge Sharing Culture: A Case Study on Sonargaon University** has been prepared as a part of my RMBA program. It is an obligatory part of our RMBA program to submit thesis paper. Moreover, I was inspired and instructed by my supervisor Md. Shahbub Alam. In this regard, I like to mention that this report has not been prepared for any other purposes like presentation, reproduction or investigation for any other authorities.

.....

Md. Ahsan Habib

ID: RMBA2201025005

Program: RMBA

Major: Marketing

Department of Business Administration

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Supervisor's Certificate

I hereby declared that the concerned thesis paper titled **Attitudes of Students Regarding Knowledge Sharing Culture: A Case Study on Sonargaon University is** an original work by Md. Ahsan Habib, ID: RMBA, major in Marketing, Department of Business Studies Administration, Sonargaon University completed his thesis report under my supervision and submitted for the partial fulfillment of the requirement of the degree of RMBA, Department of Business Administration, Sonargaon University.

I wish his success in all his future endeavor.

.....

Md. Shahbub Alam

Lecturer

Department of Business Administration

Sonargaon University, Dhaka

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Acknowledgement

This report is an outstanding prospect to convey my gratefulness to those many people whose timely help and guidance went a long way in finishing this thesis work from commencement to achievement.

At first, I express my deep gratitude and sincere thanks to Almighty Allah for providing me sufficient strength to make this report successfully. This report could not have been completed without the valuable guidance, suggestion and support of my honorable academic supervisor Md. Shahbub Alam, Lecturer, Department of Business Administration, Sonargaon University, Dhaka.

Then comes the contribution made by all these respondents (Students of Sonargaon University) who attended the survey. Without their authentic input, this report and research could not have been successful. Also the cooperation of who guided me properly to get the information was truly appreciable.

Last but not the least would like to thank my family members, friends and all those people who helped me for the completion and deeper understanding of the concept of my thesis work. Working on this research has proved to be an enlightening experience for me.

Abstract

The objective of the present study is to identify the attitudes of students regarding knowledge sharing culture in Sonargaon University. The nature of the study is descriptive research where only quantitative data were used. For primary data, a sample of 200 respondents (70% male and 30% female) were surveyed through personal observation and filling up questionnaires. The questionnaire was designed into two segments. The first segment was for getting the demographic information about the respondents and the second one contains 18 statements allowed to get insight about student's attitudes on such issues. The questionnaires were distributed to 230 students in the Sonargaon University and the valid information were collected and analyzed. The findings of the study revealed that knowledge sharing is encouraged by most of the students are highly encouraged to express their opinion and ideas. The University's environment is also useful for knowledge sharing. It was also found that in most of the student use internet and social networking for sharing knowledge among them. The campus is covered with many facilities too; like free Wi-Fi, central library, open library, seminar etc. Although the study was conducted on very small group of students, the result of the study would contribute to decision making and policy formulation aimed at fostering knowledge sharing in the University. Some students are found that knowledge sharing is a time consuming attempt, they have to change their thinking and have to cooperate with friends and others because sharing knowledge with others is important for student life and career.

Chapter One

Introduction

1.1 Introduction

Knowledge sharing is the process organized through various modes of communication which distribute knowledge to members in the best time, place and form. It is an essential element of a collaborative learning process that people share knowledge with others in the organization.

students' ability to share knowledge is alongside with corporate world's interest in recruiting employees who possess diversified social communication skills and ability to share a message across to others clearly and unambiguously (Begoña & Carmen, 2011).

Trust, collaboration and open communication are the main elements of an organization's knowledge sharing culture (Laila, 2005). Knowledge sharing is the process by which employees mutually exchange their tacit and explicit knowledge in order to create new knowledge (Nonaka 2007).

Knowledge is a strategic resource that organizations can use to gain competitive advantage (Choi et al. 2008). Knowledge sharing is the means by which employees contribute to knowledge application in organizations; knowledge sharing can improve performance and reduce operational costs (Jackson et al. 2006). Knowledge sharing also facilitates the creation of new knowledge and increases intellectual capital (Wasko & Faraj, 2005).

Education level is a demographic factor which can affect knowledge sharing attitude of a person. This study is to investigate students' knowledge-sharing behavior with their classmates, frequency and type of knowledge shared, preferred communication channels, and the factors likely to motivate or inhibit knowledge sharing. The issue of knowledge-sharing is needed for a knowledge based institution, such as a University, where knowledge production, distribution and application are ingrained in the institution.

In the development of Information Technology Systems, opportunities for interaction, reward systems and the availability of time for knowledge sharing; organizational structures are also seen as impacting significantly on knowledge sharing. On the other hand, University structures invariably differ from those of most public and commercial institutions.

The functional organizational structure of higher education institutions can be a significant barrier to knowledge sharing, as can physical and psychological barriers. However, academic world has recognized the knowledge sharing among university students as a necessary and interesting area of study. As the organizations are emphasizing on collaborative work increased, the curriculum of universities is also structured in such a way to engage students in collaborative learning which lead them to reflect and learn more effectively. From the view of positive learning outcomes and cognitive gain, it is proven that the students are getting benefitted by the collaborative learning. If the University's culture and management information system are so useful for sharing knowledge with others; is important for student life and career.

1.2 Objectives of the Study

The main objective of the present study is to know the attitudes of students regarding knowledge sharing culture of Sonargaon University and the more specific objectives are as follows-

a) to identify the attitude towards knowledge sharing culture of the students;
b) to discover different types of information and knowledge shared by the students;
c) to find out the preferred channels and factors influencing knowledge sharing culture; and
d) to reveal the motivators and the major problems for knowledge sharing culture.

1.3 Scope of the study

The research works on attitudes of students regarding knowledge sharing culture are rare in the secondary data sources; thesis work on such topic is not available. So this study will be so useful for further research on similar area and other sectors in Bangladesh. Knowledge sharing culture among students will significantly enhance group communications, problem-solving, and decision making skills, which support the students. They must realize that the

University is increasingly becoming learning organizations, and thus increasing sharing habit adds value to the students as they join the workforce later. Again this research paper can help the policy makers of any organizations to consider the issues and trends in knowledge sharing culture.

The study has been conducted with the help of data obtained from the various research works on knowledge sharing culture, knowledge management and a survey of 200 students from Sonargaon University. The scope of the study includes-

- ✓ Study of the level of the students support on knowledge sharing within their University.
- ✓ Study of the engagement of students on the knowledge sharing process.
- ✓ Study of the relationship among knowledge sharing culture and the personal, organizational and technological factors within the University.
- ✓ Study of the extent of influence of the factors on students regarding the knowledge sharing culture.

1.4 Limitations of the Study

Each and every research paper has some limited edge. This one is not free from that. The major limitation of this study is the sample size of the population, which might a small portion of the population size who participated in the study. be representative. Therefore, the findings would not be used for generalizing the greater context of all the students of the University. However, the findings may still provide a thoughtful insight as an exploratory study. In addition to that, hopefully future researchers will include a big sample size and researchers as well in their study. To make the study more suitable and understandable for the students, the researchers preferred to include more common variables in the questionnaire and avoided complex topics and variables. The others limitations of the research paper that may suggest further research are mentioned below:

- ✓ The population size is huge but the selected sample size for the research was too small again the convenience sampling method was used for data collection that may not represent the actual scenario of the total population.

- ✓ The study was conducted on only students from Sonargaon University where other Universities also deserve such kind of studies.
- ✓ The questionnaire was fully structured as a result; it reduced the scope of providing further opinion and discussion.
- ✓ The questionnaire contains only eighteen questions that reveal only the overall situation of the knowledge sharing culture. Further studies are required to be conducted on more specific issues of student's perception on knowledge sharing culture.
- ✓ Collecting primary data through field survey or paper-based questionnaire has been hampered or delayed a lot, due to Covid-19 pandemic situation.

Chapter Two

Review of Literature

2.0 Review of Literature

A number of Researches relating to the Universities and knowledge sharing mostly emphasize on the matter that the working atmosphere of the Universities is different from other Institutes in various ways and the picture of different aspects resulting out of knowledge management and knowledge sharing.

Knowledge sharing takes place when information or knowledge is shared by individuals within a group and during the process the information or knowledge will also be negotiated and refined until it becomes common knowledge to the group (Yang, 2004). However, knowledge sharing should be strongly influenced by individuals' willingness to engage in the process and simply telling them that sharing knowledge will make you learn better do not automatically lead to knowledge sharing among members of the community (Ghadirian et al., 2014). Thus, many recent studies have given attention into finding determinants of knowledge sharing behaviour (Chang & Chuang, 2011; Goh & Sandhu, 2013; Hau, Kim, Lee, & Kim, 2013).

Studies have been conducted on knowledge sharing culture in home and abroad. For conducting a fruitful study, it is required to review previous studies conducted by others on the same knowledge field. Some of the research papers are reviewed below:

Burns Pierson & Reddy, (2014), found on a study that Collaborative learning, involving volunteer knowledge sharing, brings many benefits to students such as better academic achievements, improved communication and interpersonal skills, appreciation for diverse and opposing ideas and viewpoints, positive inter-dependence, and a sense of satisfaction for contributing toward learning of others.

Knowledge sharing is one important part of knowledge management of organizations. Activities of knowledge sharing of organizations may be on organization level or individual level. Knowledge sharing of both levels is critical to the success or failure of knowledge management inside and outside of organizations (Ni Cheng, 2009).

Ting Jer Yuen et al. (2007), performed an empirical study on Universities without sharing knowledge can’t function since students attend colleges to learn from their professors and

peers. The positive attitude students have towards knowledge sharing shall be carried around with graduates to the work environments and to organizations.

Knowledge sharing is the process organized through various modes of communication which distribute knowledge to members in the best time, place and form (Junjun Zhang et al., 2008). Knowledge management is a multidisciplinary approach focusing on knowledge work as the core and an integrated methodology, which leads to using knowledge effectively and efficiently through capturing, storing, sharing, learning, exploiting, and exploring knowledge sustained by human resources and information technology in an organization (Faxiang Chen et al.,2006).

In recent years' academic institutions are using different learning approaches to enhance students' learning experience. Therefore, studies were conducted in various educational fields to examine strategies and techniques that could contribute to developing students' attitudes towards learning (Al samadani & Ibnian, 2015).

Collaborative learning is one of the established, popular and effective learning approaches. However, the success of this approach largely depends on students' attitude and behavior towards information and knowledge sharing with their peers (Majid & Chitra, 2013).

It is argued that knowledge sharing is important in non-profit organisations such as academic institutes and universities (Mallasi & Ainin, 2015). However, knowledge sharing is a cooperative process which includes the distribution of the information, ideas and skills (Dokhtesmati & Bousari, 2013). Therefore, knowledge sharing is a demanding task that takes time and effort and requires students to be persistent and willing to interact with each other (Ghadirian, Ayub, Silong, Bakar, & Zadeh, 2014).

Despite students' positive attitude toward knowledge sharing, several studies have also pointed out certain barriers to knowledge sharing by students. A study by Chen et al .(2007), showed that academic competition was associated with decreased knowledge sharing. Two major barriers reported by Majid and Wey, (2009), were competition among students to outperform their classmates and the lack of depth in relationship. They suggested that academic institutions should reconsider their student assessment policies and procedures to

make them less competitive and should all so extensively use collaborative and problem solving learning techniques.

Majid and Chitra (2013) conducted a study on knowledge sharing in the learning process on 226 junior college students. The result revealed that the top three sources for seeking study-related information were the internet, teachers, and classmates. The primary motives of sharing knowledge were to improve understanding of the concepts discussed in the class. For group assignments, more knowledge sharing occurred within the group members than with other groups. The major barriers to knowledge sharing were the lack of time, lack of a sharing culture.

It is apparent from the previous studies purported on the area of social capital and social cognitive theory that individuals' willingness to share knowledge is influenced by several factors. Chou and Chiu, et al. argued that knowledge sharing behavior is generally guided by major cognitive forces like self-efficacy and outcome expectations. Therefore, previous studies proposed to take such approaches which increase the individual contribution through knowledge sharing behavior.

It can be said from the above mentioned assertion that, the students are only willing to share knowledge after giving due concern whether others will take benefit out of the content or misuse it. Moreover, some previous studies showed that the willingness of sharing knowledge depends upon that person's perception of information resources and the knowledge of different context rather than gaining any immediate reward or feedback. Moreover, the users of the Sonargaon University library possessed positive perception and attitude towards the concept of knowledge sharing. They shared various knowledge related to their study, current issues, including social, political and cultural affairs.

Chapter Three

Methodology of the Study

3.0 Methodology of the Study

The respondents in this study were both undergraduate and postgraduate students at Sonargaon University. Currently there has 36 departments under seven faculties under the University and all the department's students were brought under the survey. A total number of 230 printed questionnaires were distributed randomly among the students to reveal their knowledge sharing practices, of these, 200(87%) completed questionnaires were returned and later included for analysis. Finally, the data collected through the questionnaires were processed and analyzed by using MS Excel.

3.1 Nature of the study

The research is descriptive in nature. Descriptive research is defined as a research method that describes the characteristics of the population that is being studied. In this study, only the current situation of knowledge sharing culture of Sonargaon University students is observed through using nonprobability sampling method.

3.2 Data collection and techniques

For the implementation of the study I have worked on Sonargaon University campus area. In order to make the report more meaningful and presentable, two sources of data and information have been used widely. These are as follows-

- **The Primary Sources of data:** Primary data gathering involves the seeking of data or information to know more about what has been observed. Some sources of primary data are used like- Questionnaire, face to face conversations, personal interview and observation for the survey.
- **The Secondary Sources of data and information:** The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. Some of the secondary sources of data are used like- Published documents, relevant books, newspaper, journals and websites.

For the survey, a questionnaire was developed that included questions on demographic characteristics and important knowledge sharing features. The questionnaire technique was helpful as participants were dispersed among different companies in different places. The questionnaire has two sections. The first section sought information on demographic data regarding personal attributes—gender, age, education, experience, position held. Accordingly, eighteen statements of knowledge sharing culture dimensions in the second section were identified based on the review of the existing theoretical and empirical knowledge sharing culture. To solicit the perception of different aspects of the knowledge sharing culture, questions asking the extent to which the students agree or disagree with fifteen statements on a 5-point Likert scale is used. A pretest of the instrument was conducted by my honorable supervisor and with 5 employees who did not participate in the data collection exercise but worked at participant companies. They commented on the format, length, and wording of questions. Ambiguous questions were rephrased based on the feedback and the questionnaire was revised. While designing data-collection procedure, adequate safeguards against bias and unreliability was ensured. Again the completeness, comprehensibility, consistency and reliability of the collected data was thoroughly examining.

3.3 Research Design

A total of 230 paper based questionnaires had been distributed and from them 200 set of questionnaires or 87% were returned by the respondents who are the students of the Sonargaon University. Beside this, online based questionnaire/Google form also has been distributed by email and Facebook. But the response rate was very poor. Among the respondent maximum were male students and rest of the respondents were female students. For an Evaluation of 'Attitudes of Students Regarding Knowledge Sharing Culture: A Case Study on Sonargaon University.' is the study of quantitative methods and the research is descriptive in nature.

3.4 Fieldwork

I have selected some of the students of Sonargaon University as the representative of the whole population of the University for my study purpose. Fieldwork was carried out from the month of November 2019 to March 2020. Due to Covid-19 pandemic it was not possible to carry the fieldwork after February. The primary data mostly were collected from the students of the University.

3.5 Population size

As the study was on all the current students of Sonargaon University, there has 36 departments under seven faculties and all the department's students were brought under the survey. So, the number of current students/population was 17,000 students.

3.6 Sample size

From all the students 200 students were selected for data collection. But I have collected data from 230 students, then I have taken 200 students from them for my study purpose. That means the sample size was 200 students.

3.7 Questionnaire Development

The study was used a paper-based questionnaire for data collection. A questionnaire was used for collecting data and 200 students from Sonargaon University in the study to solicit the perception of different aspects of the knowledge sharing culture, questions asking the extent to which an employee agrees or disagrees / a 5-point Likert scale was used for this study. A total number of 230 printed questionnaires were distributed randomly among the students to reveal their knowledge sharing practices; of these, 200(87%) completed questionnaires were returned and later included for analyses.

3.8 Data Processing and Analysis Plan

The data was gathered from the field survey and presented in the form of frequencies and percentage with pie charts by using questionnaire method and different types of computer software were used for reporting gathered data from analysis, such as- MS Excel and other related computer software. All 200 respondents' questionnaires retrieved and discussed the responses in the light of the research topic. This research was based on statistical analysis to explain how knowledge infrastructure is able to shape knowledge sharing behavior and identified several dimensions of knowledge sharing behavior, University culture, University structure, students, and information resources.

Chapter Four

Data Analysis and Findings

4.0 Data Analysis and Findings

In this segment, the data are gathered from the field survey are presented in the form of frequencies and percentage with pie charts and others. All 200 respondent's questionnaires were retrieved and discussed the responses in the light of the research topic on Attitudes of Students Regarding Knowledge Sharing Culture: A Case Study on Sonargaon University. For this research, information was collected from the Students of Sonargaon University by using questionnaire method and different types of computer software were used for reporting gathered data from analysis, such as- MS Excel and other related computer software.

4.1 Respondents Profile

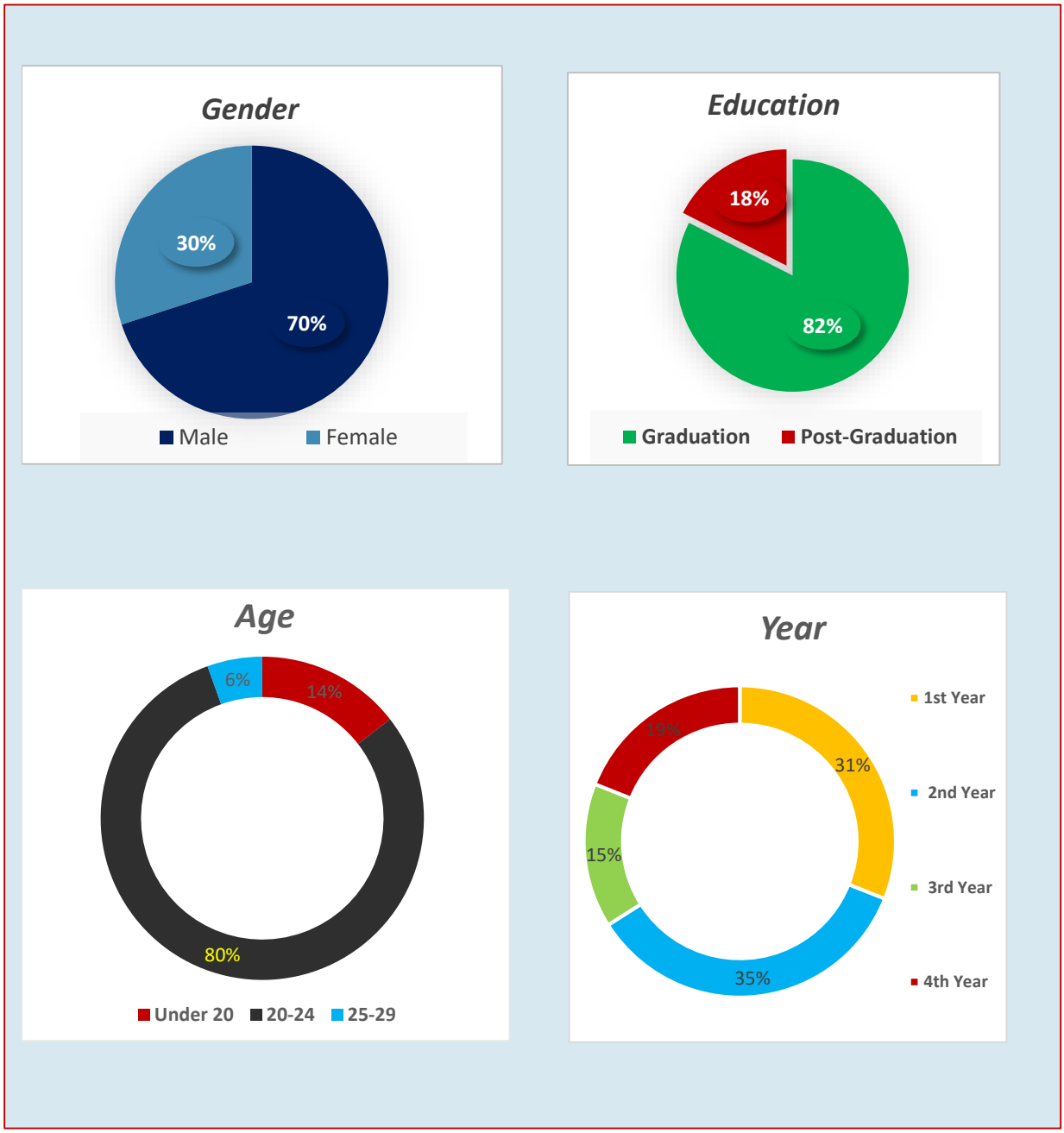
The respondents are characterized according to their age, gender, education, current study position (year) etc. Out of the 200 responses, it was found that 140(70%) were male and 60(30%) were female students. The largest group of students 160(80%) was comprised of those in the age group of 20-24 years. The smallest group of students 11(5.5%) was aged between 25-29 years. Out of 200 students, 62(31%) were in the first year, 70(35%) were in the second year, 30(15%) were in the third year and 38(19%) were in the fourth year of their studies (Table-1 and figure-1).

Table-1: Respondents profile

Characteristics	Frequency	Percentage (%)
Gender		
Male	140	70
Female	60	30
total	**200**	**100**
Age		
Under 20	29	14.5
20-24	160	80
25-29	11	5.5
total	**200**	**100**
Education		
Graduation	165	82.5
Post-graduation	35	17.5
total	200	100
Year		
1st year	62	31
2nd year	70	35
3rd year	30	15
4th year	38	19
total	**200**	**100**

Source: Field Survey

Figure 1: Respondents profile



Source: Field Survey

4.2 Students attitudes regarding knowledge sharing culture in Sonargaon University (Statement Analysis)

Statement 1: The purposes of sharing knowledge.

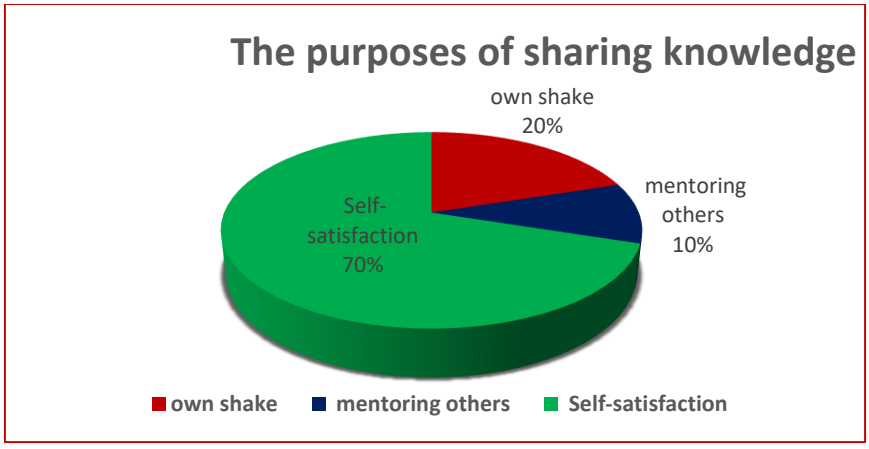
The respondents were asked to point out the purposes of sharing knowledge. From all the respondents, 20% replied that they shared knowledge for their own sake, while, 10% for mentoring others and highest percent (70%) agreed that they shared knowledge for self-satisfaction (Table 2 & Figure 2).

Table 2: Showing the Respondents opinion on the statement-1

The purposes of sharing knowledge.	Respondents	Percentage (%)
Self-satisfaction	140	70
Own shake	40	20
mentoring others	20	10
Total	**200**	**100**

Source: Field Survey

Figure 2: Pie chart showing on the statement-1



Source: Field Survey

Statement 2: The partner of sharing knowledge

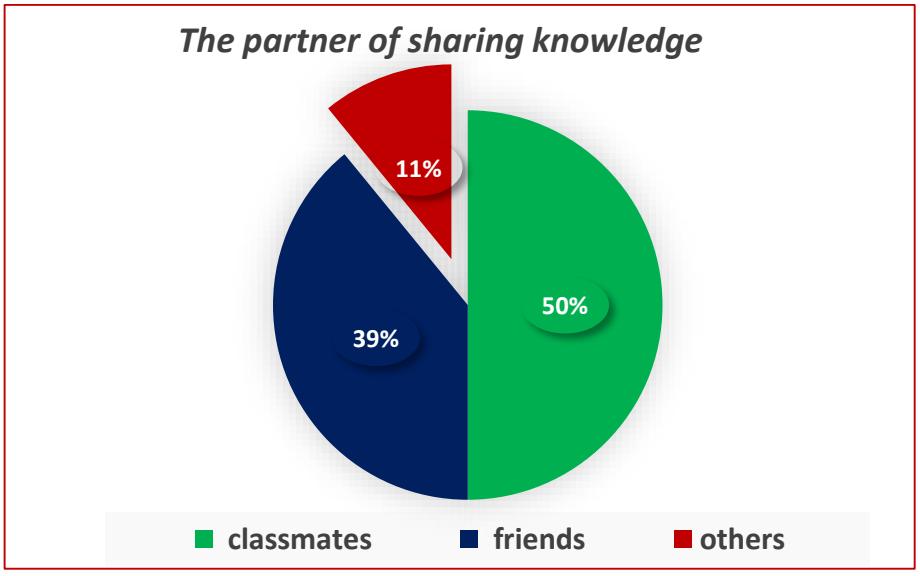
The respondents were shared knowledge with their classmates, friends and others in the University. They were asked to point out their partner for sharing knowledge. It is clearly indicated that 50% replied that they share knowledge with their classmates, while, 39% with their friends and a small portion shared knowledge with others.(Table-3 and figure 3)

Table 3: Respondents opinion on the statement-2

The partner of sharing knowledge	Respondents	Percentage (%)
Classmates	100	50
Friends	78	39
others	22	11
Total	**200**	**100**

Source: Field Survey

Figure 3: Respondents opinion on the statement-2



Source: Field Survey

Statement 3: Preferred channel for sharing knowledge

There have too many channels for sharing knowledge with others. Among them internet, social network, group discussion, workshop and seminar are the common channels for sharing knowledge with others.

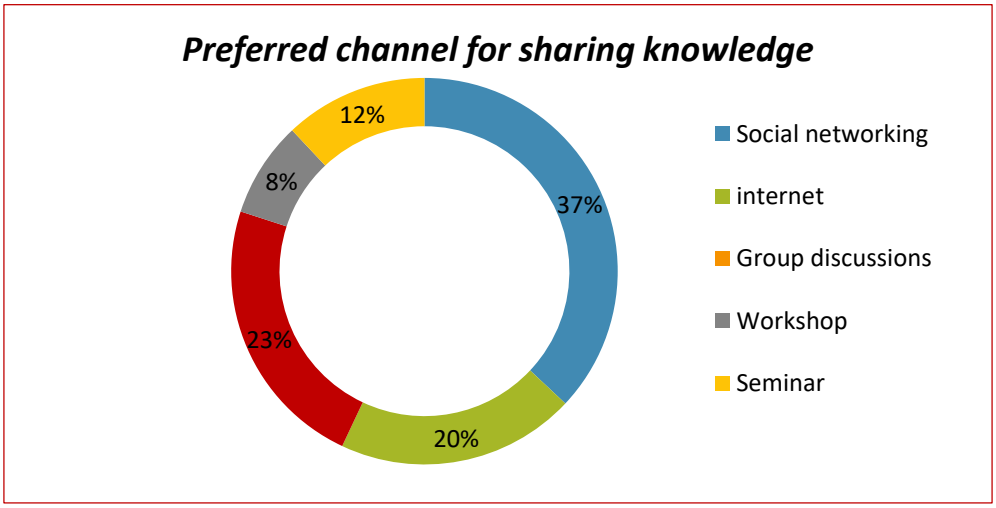
Table 4: Respondents opinion on the statement-3

Preferred channel for sharing knowledge	Frequency	Percentage (%)
social network	74	37
internet,	40	20
group discussion,	46	23
workshop	16	8
seminar	24	12
Total	**200**	**100**

Source: Field Survey

On the survey questionnaire, the respondents were asked for their preferred channel for sharing knowledge. Their responses were recorded in the table-5. It is clearly indicated from the Table 4 that,37% replied that they used social networking for share knowledge, 20% used internet 23% used group discussion, 8% were in workshop and 12% preferred seminar for sharing knowledge. (Table 4 & figure 4)

Figure 4: Respondents opinion on the statement-3



Source: Field Survey

Statement 4: The way of sharing knowledge

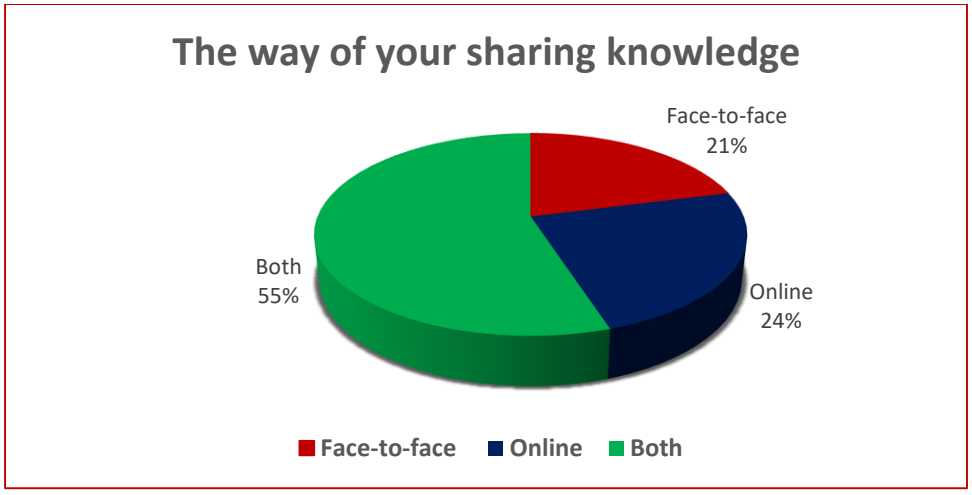
There have many ways to share knowledge with others. It may be face-to-face or virtually. The respondents were asked to find out the way of your sharing knowledge. From the respondents, 21% share knowledge face to face, 24 % use online shared knowledge with others and 55% shared knowledge with face to face and many online devices. (Table 5 and figure 5)

Table 5: Respondents opinion on the statement-4

The way of sharing knowledge	Respondents	Percentage (%)
Face-to-face	42	21
Online	48	24
Both	110	55
Total	**200**	**100**

Source: Field Survey

Figure 5: Respondents opinion on the statement-4



Source: Field Survey

- ***Statement 5:*** **Classmates or friends are always ready to help for providing information and skill related issues.**

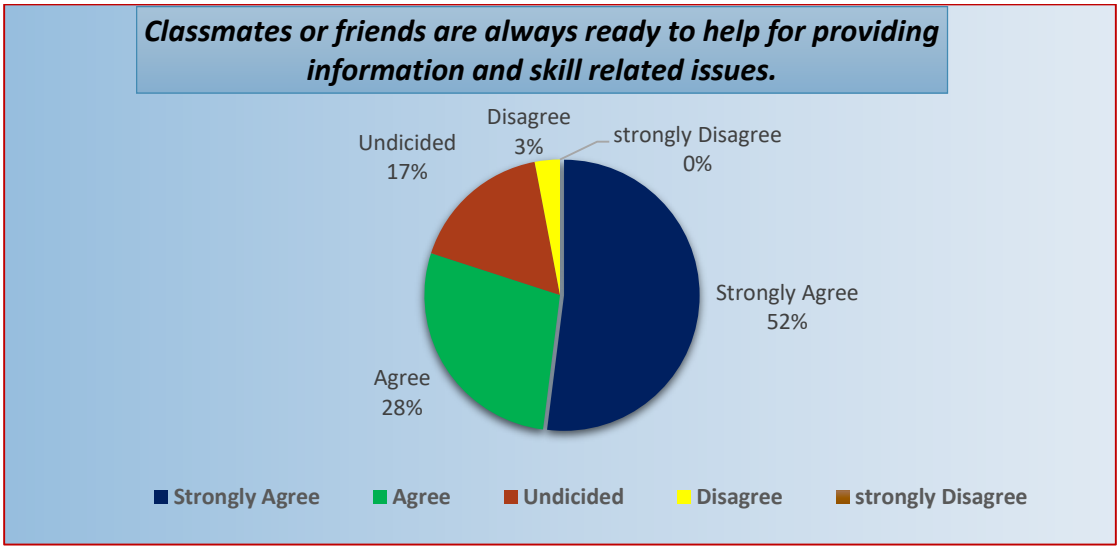
Most of the students shared knowledge with their friends, classmates or with others. On the survey questionnaire, the respondents were asked that their classmates or friends are always ready to help for providing information and skill related issues or not. Their responses were recorded in the table-6. From all the respondents, 0% were strongly disagreed, 3% were disagreed, 17% were undecided, 28 % were agreed and 52 % was strongly agreed with the statement (Table 6 & figure 6)

Table 6: Respondents opinion on the statement-5

Classmates or friends are always ready to help for providing information and skill related issues.	**Frequency**	**Percentage (%)**
Strongly Agreed	104	52
Agreed	56	28
Undecided	34	17
Disagreed	6	3
Strongly Disagreed	0	0
Total	**200**	**100**

Source: Field Survey

Figure 6: Respondents opinion on the statement-5



Source: Field Survey

- ***Statement 6:*** **Uses of ICT has a significant positive effect on knowledge sharing.**

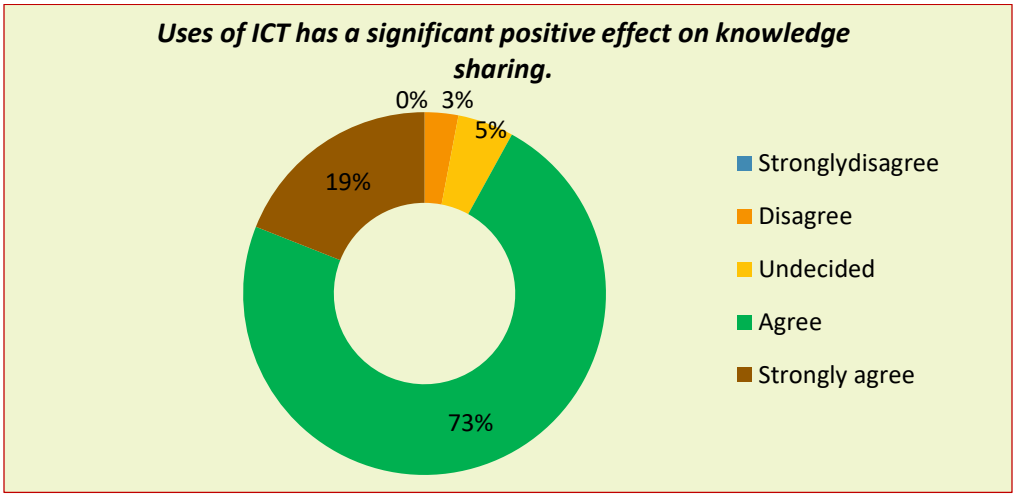
This statement was given to measure the frequency of using IT facilities to share knowledge among the students. The findings suggest that, IT was used very broadly among them. The respondents were asked about the uses of ICT has a significant positive effect on knowledge sharing. From all the respondents, 19% were strongly disagreed, 3% were disagreed, 5% were undecided, 73 % were agreed and 0 % was strongly agreed with the statement (Table 7 & figure 7)

Table 7: Respondents opinion on the statement-6

Uses of ICT has a significant positive effect on knowledge sharing.	**Frequency**	**Percentage** (%)
Strongly Agreed	0	0
Agreed	146	73
Undecided	10	5
Disagreed	6	3
Strongly Disagreed	38	19
Total	**200**	**100**

Source: Field Survey

Table 7: Respondents opinion on the statement-6



Source: Field Survey

Statement 7: Sharing knowledge is encouraged by the University.

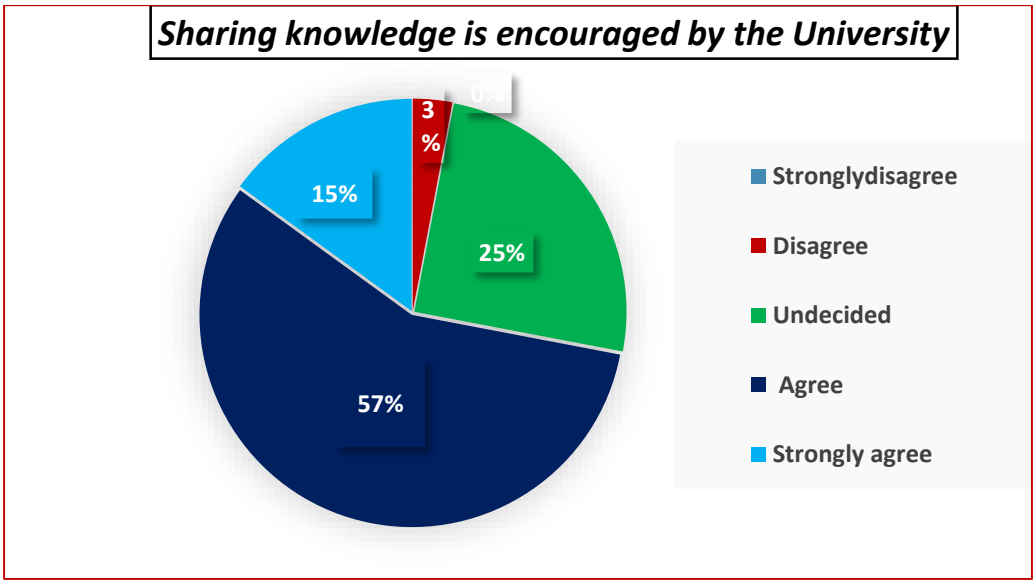
Sharing knowledge is encouraged by the University is very important factor. The respondents were asked for sharing knowledge is encouraged by the University. From all the respondents, 0% was strongly disagreed, 3% were disagreed, 25% were undecided, 57 % were agreed and 15 % were strongly agreed with the statement ((Table 8 & figure 8)

Table 8: Respondents opinion on the statement-7

Sharing knowledge is encouraged by the University	Frequency	Percentage (%)
Strongly Agreed	30	15
Agreed	114	57
Undecided	50	25
Disagreed	6	3
Strongly Disagreed	0	0
Total	**200**	**100**

Source: Field Survey

Figure 8: Respondents opinion on the statement-7



Source: Field Survey

- ***Statement 8:*** **University's Culture and Management Information System are so useful for knowledge sharing.**

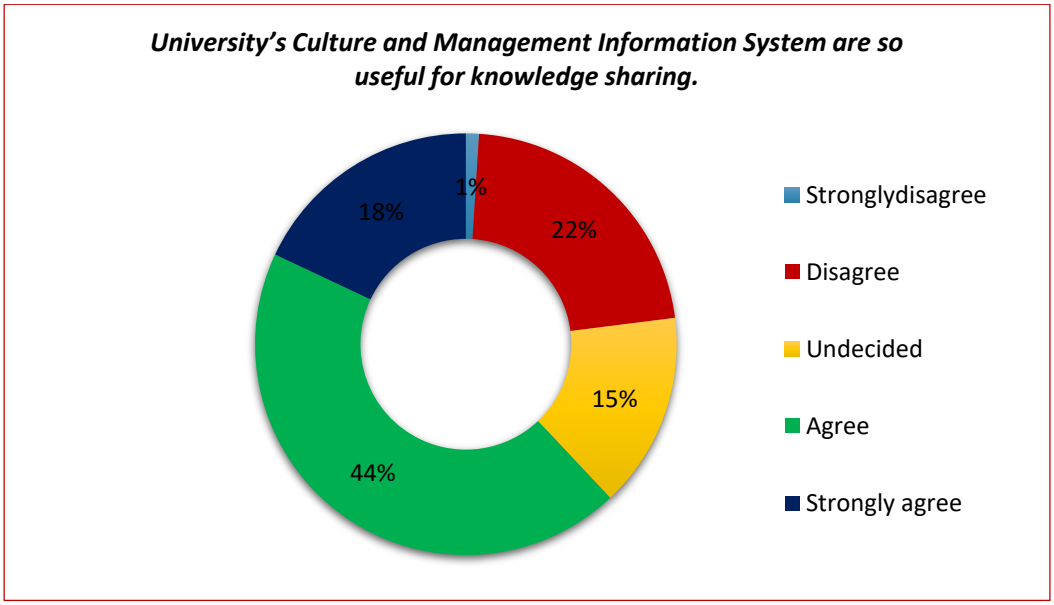
The respondents were asked for university's culture and management information system are so useful for knowledge sharing. From all the respondents, 1% was strongly disagreed, 22% were disagreed, 15% were undecided, 44 % were agreed and 18 % were strongly agreed with the statement (Table 9 & figure 9)

Table 9: Respondents opinion on the statement-8

University's Culture and Management Information System are so useful for knowledge sharing.	**Frequency**	**Percentage (%)**
Strongly Agreed	36	18
Agreed	88	44
Undecided	30	15
Disagreed	44	22
Strongly Disagreed	2	1
Total	**200**	**100**

Source: Field Survey

Figure 9: Respondents opinion on the statement-8



Source: Field Survey

Statement 9: Knowledge Sharing Can Solve Student's Problems.

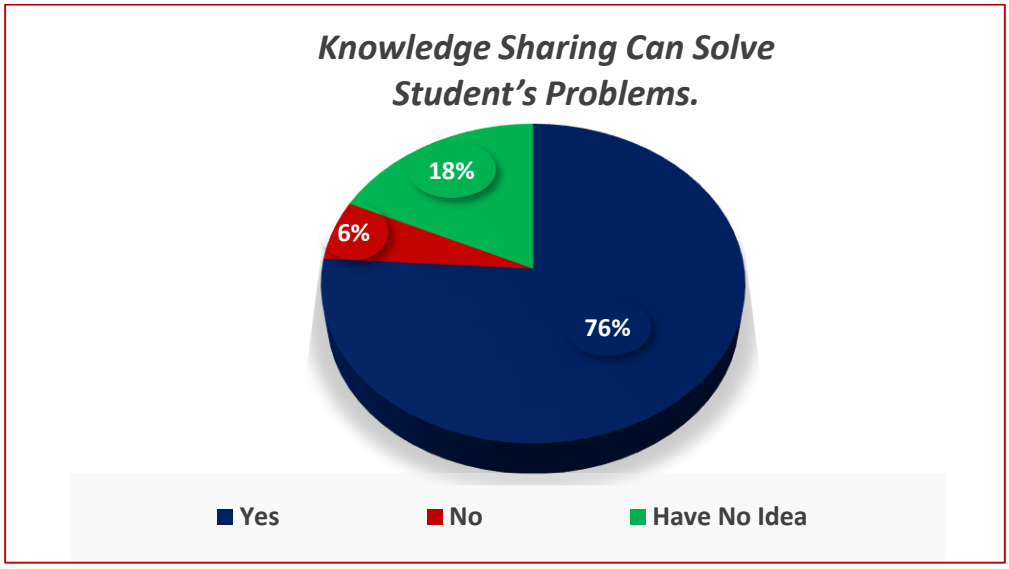
The Students were asked to make a comment about their thinking how knowledge sharing can solve their problems. From all the respondents, 76% reported that knowledge sharing can help to solve their problems. In contrast, more than 6% of them replied negatively. However, the rest of them (18%) reported that they have no idea regarding the matter (Table 10 & figure 10).

Table 10: Respondents opinion on the statement-9

	Frequency	**Percentage (%)**
Yes	152	76
No	12	6
Have no idea	36	18
Total	**200**	**100**

Source: Field Survey

Figure 10: Respondents opinion on the statement-9



Source: Field Survey

Statement 10: Sharing knowledge with others is time consuming / has many problems.

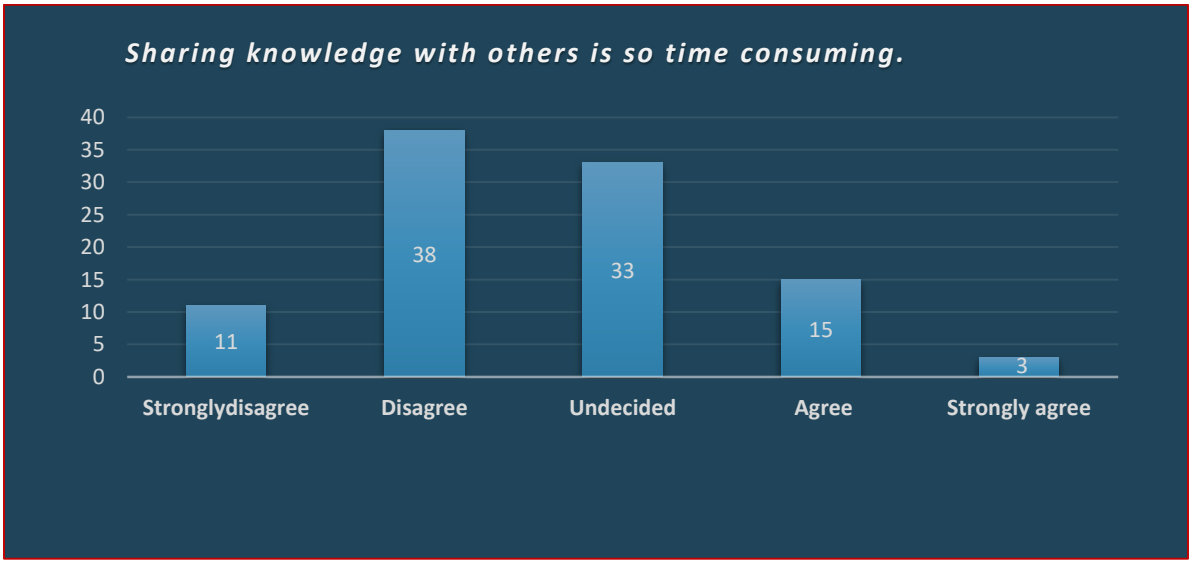
Students have to face many problems by sharing knowledge with others. Among them; Lack of information, poor sharing of knowledge in the organization, information overload etc. are the reasons that leads to less sharing knowledge. There was a statement that sharing knowledge with others is time consuming/ has many problems or not. From all the respondents, 11% was strongly disagreed, 38 % were disagreed, 33% were undecided, 15 % were agreed and 3 % were strongly agreed with the statement (Table 11 & figure 11)

Table 11: Respondents opinion on the statement-10

Sharing knowledge with others is time consuming.	**Frequency**	**Percentage (%)**
Strongly Agreed	6	3
Agreed	30	15
Undecided	66	33
Disagreed	76	38
Strongly Disagreed	22	11
Total	**200**	**100**

Source: Field Survey

Figure 11: Respondents opinion on the statement-10



Source: Field Survey

- ***Statement 11:*** **Sharing knowledge with others is important for student life and career.**

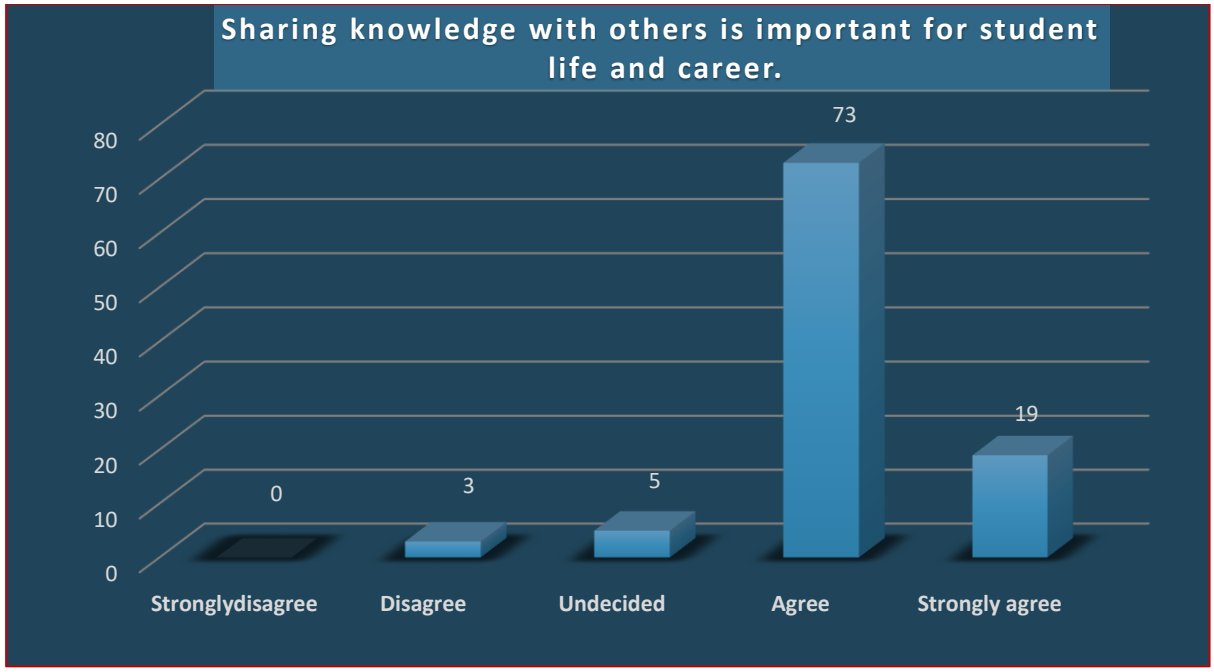
The respondents were asked for sharing knowledge with others is important for student life and career. From all the respondents, 0% was strongly disagreed, 3% were disagreed, 5% were undecided, 73 % were agreed and 19 % were strongly agreed with the statement. (Table 12 & figure 12)

Table12: Respondents opinion on the statement-11

Sharing knowledge with others is important for student life and career.	**Frequency**	**Percentage (%)**
Strongly Agreed	38	19
Agreed	146	73
Undecided	10	5
Disagreed	6	3
Strongly Disagreed	0	0
Total	**200**	**100**

Source: Field Survey

Figure 12: Respondents opinion on the statement-11



Source: Field Survey

4.3 The major findings of the study

The findings of the study are explained in the previous tables and figures. The tables and figures are analyzed the respondent's information which were collected from the survey questionnaires. The major findings of the study are the following-

- ✓ The partner for sharing knowledge: They share knowledge with their classmates and friends and a small portion shared knowledge with others.
- ✓ Preferred channel for sharing knowledge: There have too many channels for sharing knowledge with others, like- Internet, social network, group discussion, workshop and seminar etc. Among them internet and social network were mostly used by the students.
- ✓ The purposes of sharing knowledge: From all the respondents, highest percent (70%) agreed that they shared knowledge for self-satisfaction.
- ✓ The ways to share knowledge: There have many ways to share knowledge with others. It may be face-to-face or virtually. But the respondents mostly used virtual medias than face-to-face conversations.
- ✓ Most of the Students (76%) were agreed that Knowledge Sharing Can Solve their Problems.
- ✓ Classmates or friends are always ready to help others for providing information and skill related issues.
- ✓ Students were agreed that Uses of ICT has a significant positive effect on knowledge sharing.
- ✓ They were agreed that the University's Culture and Management Information System are so useful for knowledge sharing.
- ✓ They were also agreed that Sharing knowledge is encouraged by the University.
- ✓ They faced some problems for sharing knowledge such as lack of information, poor sharing of knowledge in the organization etc. but they were disagreed with that sharing knowledge with others is time consuming.
- ✓ Most of the students were agreed that sharing knowledge with others is important for student life and career.

Chapter Five

Conclusion and Recommendations

5.1 Conclusion:

Active knowledge sharing culture is an important component to the students for learning and several academic activities. This research identifies several dimensions of knowledge infrastructure which are considered supporting knowledge sharing behavior: University culture, University structure, students, and information resources. This research is based on statistical analysis to explain how knowledge infrastructure is able to shape knowledge sharing behavior. This study shows that most of the students thought that Knowledge Sharing through sharing lecture notes, power point slides, and other learning resources, among students shall benefit all. On the contrary voluntarily sharing information is strongly refused and positive attitude that sharing knowledge reduces student competitiveness among the students. Positive attitude towards knowledge sharing creates beneficial ambiance at tertiary education level and builds a strong basis for students to serve their organizations in a better way when they join the workforce after graduation. The barriers must be eradicated so that knowledge sharing works in the organizations can be done easily. This is because obstacles can affect adversely the awareness towards knowledge sharing. The university authority can promote knowledge sharing by appreciating the benefits and motivators of knowledge sharing. The university administrators should take attempt to inspire knowledge sharing among the students. At the same time, the motivators identified in this study shall serve as a guide to the university administrators. The other important aspect is the students themselves. They must realize that knowledge sharing activities bring many benefits to them. knowledge sharing among students will significantly enhance group communications, problem-solving, and decision making skills, which support the students. They must realize that the university is increasingly becoming learning organizations, and thus increasing sharing habit adds value to the students as they join the workforce later.

5.2 Recommendations:

The current scenario of knowledge sharing culture and attitudes of students on it were discussed on the previous part of the report. On the analyses part; some issues are figured out which required further discussion. Based on the analyses, this report proposes the following recommendations for helping the students to establish a successful knowledge sharing strategy and improve their perception and attitudes. These are -

- ✓ As individual factors are associated with knowledge sharing process and enjoyment in helping others significantly influenced student's knowledge sharing behavior, so; they need to increase the level of enjoyment that can help one another for sharing knowledge.
- ✓ In developing and sustaining knowledge sharing should focus on enhancing the positive mood state of students regarding social exchange, which precedes knowledge sharing activities.
- ✓ University's culture and management information system have to be developed. So, the University authority should come forward to develop a highly appreciated knowledge sharing culture.
- ✓ Most of their partners for sharing knowledge are classmates and friends, but they have to share knowledge others too.
- ✓ As some students are found that knowledge sharing is a time consuming attempt, they have to change their thinking and have to cooperate with friends and others because sharing knowledge with others is important for student life and career.

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Appendix

Survey Questionnaire

Dear Participant,

As a part of MBA thesis program at Sonargaon University, I am conducting a research on '**Attitudes of Students Regarding Knowledge Sharing Culture: A Case Study on Sonargaon University'.** For this purpose, I need your valuable feedback.

A. Please provide the following information about yourself:

1. **Name:** .....
2. **Mail address:** .....
3. **Age:** .....
4. **Gender:** ☐ Male ☐ Female
5. **Department:** .....
6. **Education:** ☐ Graduation (Honors/BBA) ☐Post-graduation (Masters/MBA)
7. **Current Study:** ☐First Year ☐Second Year ☐Third Year ☐Final Year

B. Please indicate your agreement with the following statement:

[**Please tick √mark**]

1. Do you share knowledge with others?
   ☐Yes ☐ No ☐Neutral
2. What is the purpose of your sharing knowledge?
   ☐ For own sake ☐ For mentoring others ☐ Self-satisfaction
3. Who are the partner of your sharing knowledge?
   ☐ Classmates ☐ Friends ☐ Others
4. What is the way of your sharing knowledge?
   ☐ Face-to-face ☐ Online ☐ Both
5. Which is your preferred channel for sharing knowledge?
   ☐Internet ☐Social networking ☐Group discussions ☐Workshop ☐Seminar
6. Frequency of visiting knowledge sources –
   ☐ Every day ☐once in a week ☐once in a month ☐occasionally
7. Knowledge Sharing Can Solve Student's Problems.
   ☐ Yes ☐ No ☐ I have no idea

8. Do you think it is time consuming?
   ☐ Yes ☐ No ☐Neutral
9. Do you face problems in sharing knowledge?
   ☐ Yes ☐ No

C. Please indicate your agreement with the following statement:

(Using scale of 1-5, where 1= Stronglydisagree,2= Disagree,3= Undecided, 4=Agree and 5= Strongly agree)

(Please tick √ on appropriate box.)

Statements	1	2	3	4	5
Do you believe that sharing knowledge with classmates is useful for learning new knowledge?					
Do you think that sharing knowledge with others is important for your student life and career?					
Do you agree that uses of ICT has a significant positive effect on knowledge sharing?					
Sharing knowledge is encouraged by the University.					
Open communication is a characteristic of the University.					
University's Culture and Management Information System are so useful for knowledge sharing.					
Students are encouraged to express their opinion & ideas and share experiences with their classmates or friends.					
Classmates or friends are always ready to help you for providing information and skill related issues.					
Sharing knowledge with others is so time consuming.					
Your active participation in knowledge sharing will bring prosperity in your career as well as for the organization					

[Note: All the information provided in this survey will be kept confidential and will be used only for academic purposes.]

Thank you for your great cooperation!