

Knowledge Sharing in Virtual Community: Societal Culture Considerations

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Abstract : Hofstede's culture model is an important model to study culture between different societies. He collected data from world-wide and performed a comprehensive study. Hofstede's cultural model is widely accepted and has been used to study cross cultural influences in different areas like cross-cultural psychology, cross cultural management, information technology, and intercultural communication. This study investigates the societal cultural aspects of knowledge sharing in virtual communities.

Keywords : knowledge management, knowledge sharing, societal culture, virtual communities

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