

An Exploration of Organisational Elements on Social Media Platforms Based Knowledge Sharing: The Case of Higher Education Institutions in Malaysia

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Abstract : Managing and sharing knowledge has been a broadly satisfactory strategy to most of the organisations. Harnessing the power of knowledge supported the organisations to gain a competitive advantage over their competitors. Along with the invention of social media, knowledge sharing process has been more efficient and comfortable. Numerous researches have been conducted to investigate the effect of social media platforms for public and academic use. Furthermore, knowledge sharing, in general, have been subject to considerable research, but research on sharing knowledge in Higher Education Institutions (HEIs) is rare. Also, it is noted that still there is a gap related to the organisational elements that contribute to the successful knowledge sharing through social media platforms. Thus, this research aims to investigate organisational elements that influence the social media platform based knowledge sharing within the context of Malaysian Higher Education Institutions (HEIs). The research used qualitative research methods to get an in-depth understanding of the subject matter. The conclusions of this study are based on interpreting the results of semi-structured interviews with academic staff from various Malaysian HEIs from the public and private sectors. Documents review will supplement the data from the interviews, and this ensures triangulation of the responses and thus increase the validity of the research. This research contributes to the literature by investigating an in-depth understanding the role of organisational elements about the social media platform based knowledge sharing in nourishing knowledge and spreading it to become better HEIs in utilising their knowledge. The proposed framework which identifies the organisational elements influences of social media platform based knowledge sharing will present as the main contribution of this research.

Keywords : knowledge sharing, social media, knowledge and knowledge management

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