

Understanding knowledge sharing intention in optometry practices: Examining the roles of extrinsic and intrinsic motivation

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Abstract: According the modern optometry industrial develop, the optometry employee in order to face the emerging turbulent environment, need to rely on information and knowledge from all aspects to operate for highly competitive optometry business domain, that is relate to the organization survive and remain invincible key factors. Therefore, prior study [1] believed that exploring the employee's professional knowledge how to interflow and whether willing to sharing expert experience to colleagues or not, that is important issue of the organizational knowledge management activity. This study examines employed for optometry industrial have professional capability worker include optometrist and opticians who antecedents influence to share professional knowledge for co-worker behavior intentions. Data gathered from 198 optometry industrial employees were employed to examine the relationships. The results indicate that organizational climate and self-efficacy have indirect effects knowledge sharing intention, while individual's knowledge sharing attitude and knowledge sharing subjective norm have direct effects knowledge sharing intention. [Ming-Tien Tsai, Kun-Shiang Chen. **Understanding knowledge sharing intention in optometry practices: Examining the roles of extrinsic and intrinsic motivation.** Life Science Journal, 2012;9(1):900-902.] (ISSN:1097-8135) <http://www.lifesciencesite.com>

Keywords: knowledge sharing, optometry, self-efficacy, organizational climate, perceived behavioral control

1. Introduction

The optometry is a professional behavior to solve patient abnormal visual based on the professional skills of the optical and visual sciences knowledge. According to the rapid development of modern optometry professional technical, the patient higher concern about for optometrist visual examination quality. However, the application and penetration of the optometry knowledge and research achievement in every domain of optometry business are related to affect the elevation of visual quality, which is highlight courses of regarding whole optometry future work. Thus, from a managerial point of view, the knowledge management defined that a method for simplifying and arising the process of sharing, distributing, creating, and effective use of organizational knowledge [2]. As a result, knowledge sharing is the mainly issue of knowledge management, and the process where people with others for mutually exchange itself knowledge and further jointly discover new knowledge [3]. Within organization engage effective interpersonal knowledge sharing is organized to enhance the core competitiveness and gain a competitive advantage the best knowledge management activities [4]. It should be noted that, there are many factors both internal and external the organization, directly or indirectly affect the knowledge sharing activities, such as personal skills, self-efficacy, motivation and

organizational climate. Since individual's knowledge-sharing is not compulsory, but only by the way of encouraging and facilitating [5]. Organization to formal knowledge-sharing climate will be focus on play "knowledge possessor" role into a "knowledge provider" to strengthen the organization's competitive advantage, atmosphere by developing innovation atmosphere within organizational activities. Therefore, the factors influence success of knowledge-sharing activities affect by internal and external knowledge provider's behavior intentions. The research aims to discover whether internal and external factors would affect individuals' actual behavior intentions of sharing their knowledge. Namely, knowledge sharing intentions may probably influenced not only by individual beliefs but also by contextual factors.

Motivated by the above discussion, the study investigates and proposes individual's knowledge sharing motivations will be affected by regarding inter-personal beliefs—self-efficacy, and perceived behavioral control and inter-organization factors—organizational climate are identified in theory of planned behavior (TPB). Keeping the above in view, the research model of this study is based on above mentions, which is to combine the existing internal and external variables to explore the knowledge-sharing intentions, especially focused on Taiwan optometry industrial personnel. Based upon

above mentions, we proposal five hypothesis and depicts the research model in figure 1.

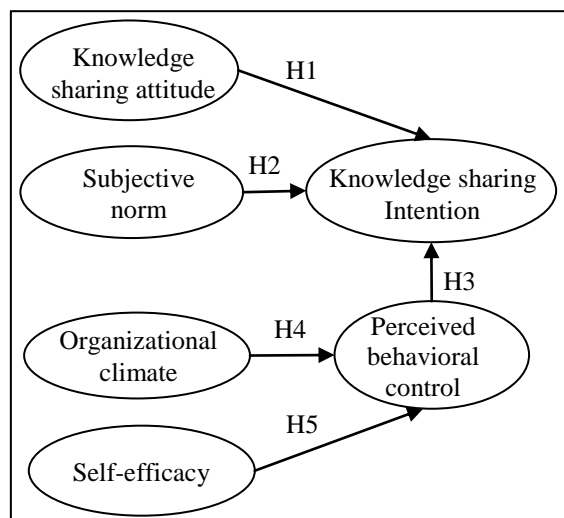


Figure 1 research model

2. Methodology

2.1 Sample and collection

In order to collect related data, a survey was applied in this study. After the pilot test, the formal questionnaire was delivered in many optical shops such as optical industry in all regions of Taiwan Business Association member stores to fill out this questionnaire. During October 2010 to December, 2010, total 600 questionnaires distributed, 225 responses were collected, 12 were eliminated because of incomplete answering or monotone answers among all responses. The purpose to delete the incomplete answering or monotone answers sample is that this research attempts to fine out the real motivations of sharing knowledge with people. This study has to delete these 15 invalid samples and adopt the other 198 valid samples for further analysis. The questionnaire was developed from the literature. In recent years, many studies have developed and validated instruments for measuring TPB constructs such as individual's self-efficacy and knowledge sharing intentions. Therefore, the items in the instrument were derived from the existing literature and slightly modified to suit the context. Each item was measured on a five-point Likert scale, ranging from "disagree strongly" (1) to "agree strongly" (5). Before conducting the main survey, both a pre-test and a pilot test were performed to validate the instrument. The pre-test involved ten respondents who had more than two years' experience in optometry work. Respondents were asked to comment on list items, such as the length, questionnaire format, and wording of scales.

Respondent demographic characteristics and research subjects and data collection are shown in Table 1.

Table 1 Demographic details of the respondents (n =198)

Measure	Items	Frequency	Percentage (%)
Gender	Male	112	56.6%
	Female	86	43.4%
Age	21-25	10	5.05%
	26-30	50	25.3%
	31-35	95	50.0%
	36-40	35	17.7%
	41(or above)	8	4.0%
Education	Specialty school	60	30.3%
	Bachelor	118	59.6%
	Master	20	10.1%
Unit	Optical shop	155	78.28%
	Eye clinic	31	15.66%
	Hospital .	10	5.1%
	factory	2	1.0%
	Employee	163	82.3%
Position	Team leader	23	11.6%
	Manager	12	6.0%
	Under 3 years	30	15.1%
Seniority	3-5 years	25	12.6%
	5-10 years	80	40.4%
	10-15 years	50	25.3%
	15years (or above)	13	6.6%

2.2 Statistical analysis

Multiple linear regression analysis and factor analysis are used to develop models that predict optometry employees' knowledge sharing intentions and motivations from quantitative statistics analysis methods (e.g. SPSS 16.0 software).

2.3 Measure

This research in order to purify the measurement scales and to identify their dimensionality, principal components factor analysis was applied to condense the collected data into certain factors and combine the multiple regression analysis to estimate a series of interrelated dependence relationships simultaneously.

3. Results

3.1 Factor analysis, reliability and linear regression analysis

According to factor analysis, there have two essential criteria in terms of the values of factor of each factor loading are greater than 0.6 and the difference of factor loading between each other being larger than 0.3 are ensured in specification [6]. In the reliability analysis, Cronbach's alpha finding must be larger than 0.6.

Table 2 Factor analysis

	Factors						Cronbach's α
items	1	2	3	4	5	6	
PBC.4	.829	.167	.085	.193	.164	.193	PBC=0.900
PBC.5	.821	.114	.089	.240	.108	.056	
PBC.6	.794	.165	.214	.176	.140	.163	
PBC.3	.758	.063	.184	.222	.163	.182	
PBC.1	.657	.141	.015	.281	.136	.375	SE=0.909
SE.1	.087	.851	.117	.188	.031	.061	
SE.3	.210	.847	.163	.172	-.020	.111	
SE.4	.121	.829	.130	.168	.141	.132	
SE.2	.106	.829	.127	.148	-.006	.174	OC=0.864
OC.3	.129	.055	.846	.038	.103	.148	
OC.2	.083	.182	.840	.034	.186	.133	
OC.4	.129	.121	.748	.141	.243	.016	
OC.1	.133	.193	.716	.124	.246	.115	ATT=0.862
ATT.3	.316	.190	.242	.761	.013	.095	
ATT.2	.243	.261	.077	.759	.049	.183	
ATT.1	.204	.113	.128	.744	.096	.274	
ATT.5	.245	.216	-.047	.721	.014	.176	SN=0.846
SN.3	.174	-.080	.174	.128	.819	-.023	
SN.5	.118	-.045	.222	.050	.795	-.064	
SN.2	.176	.113	.131	.019	.783	.207	
SN.4	.072	.188	.216	-.048	.744	.274	INT=0.891
INT.3	.226	.171	.173	.226	.073	.807	
INT.2	.369	.168	.184	.281	.124	.723	
INT.1	.265	.224	.145	.332	.181	.711	

The following relationships of constructs are tested which are related between constructs of organizational climate, self-efficacy toward PBC, and PBC, subjective norm, knowledge sharing attitude toward knowledge sharing intention. The results of the multiple regressions for each dimension are shown in figure 2.

4. Discussion

The research uses the organizational climate and self-efficacy as the antecedents to examine PBC which is a complete TPB theory. Further, also measurement of knowledge sharing attitude, subjective norm, knowledge sharing attitude and PBC produce indirect or direct influence knowledge sharing intentions in optometry practice. Due to result of empirical evidence, all hypothesis of this study are supported. The optometry industrial will be achieve more successful knowledge management (KM) by apply this research finding. At the same time, provided optometry supervisor clarify understanding interrupt factors of embedded mind of optometry employees' knowledge sharing intentions to develop the better-performing KM strategy accordingly.

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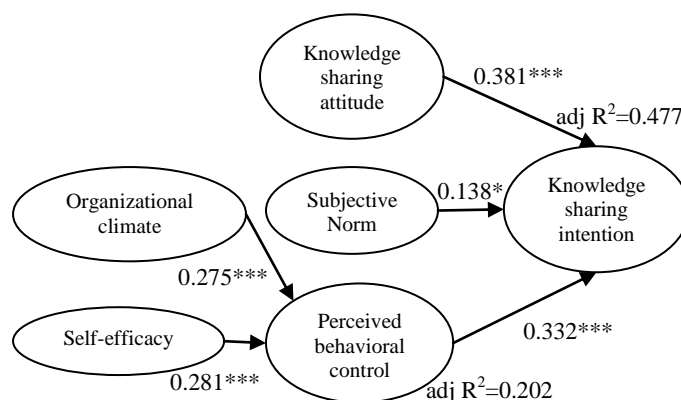


Fig. 2. Results of the hypotheses testing

Note: *.p<0.05; **.p<0.01; ***.p<0.001

The results of the factor analysis and reliability for each dimension are shown in Table2. From the multiple regression analysis to empirically investigating the relationships between constructs.