

Determinants of medical care service personnel knowledge sharing intention: an empirical study

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Abstract: Historically, knowledge management plays a predominant role in enhancing organizational performance. Organizations adopt what methods to capture useful knowledge from knowledge repositories for accumulation, is the largest challenge in the organization. The organization will be encourage and instruct inter-organization members vigorous to promote the exchange and sharing of knowledge attitude and intention to facilitate organizational competitiveness and operating performance. In the health care domain, reliance on staff expertise to perform the operation is very professional practice. Medical service personnel in the implementation of daily operation often need to communicate with colleagues and work together to exclude the health care problem. This research review the theory of reasoned action, and individual's intrinsic motivations with extrinsic factors to observe related impact on the antecedents of knowledge sharing intention. Further, to this end, the authors integrate knowledge sharing literature to inference and develop a conceptual framework to empirical factors interrelationships in medical care service area.

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1. Introduction

In the twenty-first century, we are face on the knowledge economy era. The medical care staff is more focused on learning new professional skill and services for accumulated their professional knowledge to increase organization performance. This situation will continued influence to various health care related groups and organizations. Within the health care industry, practitioner will face on increasingly challenges and competition in the operating environment [1]. Health care provider is full of all kinds of specialization and knowledge related to the operation the patient lives, the slightest negligence will be cause inconvenience to patients, or even killed, the newspapers of such rumors frequently seen, therefore, how the medical organization to strengthen and training members enhancing professional knowledge and impetus the knowledge exchanges, is an important issue. The medical industry is a knowledge-intensive industry, remain competitive advantage and accumulate knowledge is the organizational main subject. As a result, the knowledge management efficiency of the organization has become the most important and critical test in facing turbulence environment [1]. According to prior literatures finding, a number of dilemmas associated with knowledge sharing (exchange) in a organization. For instance, how to encourage self-interest organization employees to participate in the organization and to openly share valuable knowledge

with other organization employees are critical roles in the medical care service (MCS) industrial. [3]. In essence, the personal behavior intention is filled with nature of elusive. Among them, concern about both individual and supervisor manager motivation are key of successful management activity. Consequently, exploring MCS personnel (MCSP) knowledge sharing intention will assist industrial to establish knowledge management policy. With this purpose in mind, the aim of this study is to deepen our comprehension of the antecedents that increase or decrease employees' tendencies to engage in knowledge-sharing intentions. For this reason, knowledge sharing intentions are likely to be influenced not only by individual motivations but also by contextual forces [4].

Based on previous literatures, the study propose a theoretical model which include extrinsic factor and individual beliefs combine with the theory of reasoned action (TRA) [5]. At the same time, by delivering questionnaires to the relevant MCSP fill out and collect their arguments for analysis.

Our essay is organized as follows, first, review previous literature arguments to develop a conceptual model for knowledge sharing intentions and depicted in the figure 1. The following section proposes and describes the elicited external beliefs and demonstrated within the relationship to TRA. The third section presents the research model and develops the research hypothesis to empirical relationships of the factor. Finally, we present the six positive

hypothesis between six constructs, introduce methodology, discuss the study finding and its contributions following.

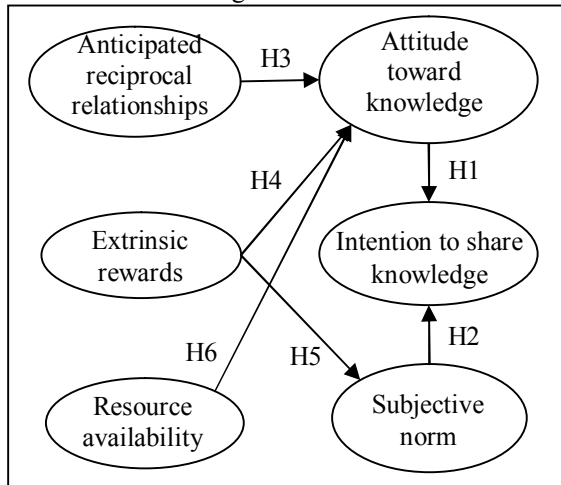


Figure 1. Research model

2. Methodology

2.1 Sample collection

Based on previous TRA and beliefs of individual literatures argument that regarding MCSP execution tasks and similar goals of this study. The suitable sample size and questionnaire of this study was determined and collected by reference literature related to this study. The contained 21 items questionnaire of this research is also conducted by using the Likert five point classification scale also ranging from “disagree strongly” (1) to “agree strongly” (5). According to pilot test, the formal questionnaire was delivered in medical care organizations such as hospital, physician clinic, and pharmacy in all regions of Taiwan. The sample resource and diversity by MCSP gender, age, degree, department, position and experience. During the March, 2011 to May, 2011, a total of 700 sets hard and soft copies of the survey questionnaires are distributed via email, and public places. Due to reminder mail and go through reminder telephone call for MCSP participator, the total 355 completed sets of the questionnaires were returned (given an overall response rate of 50.7%), however, 36 respondents with incomplete filled out questionnaires which are exclusive for further statistical analysis. Finally, 319 respondents was used in the data analysis. The respondents' characteristics and demographics are shown in Table 1.

2.2 Statistical analysis

In this study, all of the collected data was tested by SPSS 16.0 and LISREL 8.52 version of the statistical package software for used to analysis the

whole received respondents' data and complete the results.

2.3 Measure

This study apply explanatory factor analysis (EFA), confirmatory factor analysis (CFA), reliability analysis (RA) and path analysis to extraction the collected data into certain factors and supplemented by structure equation modeling (SEM) analysis to estimate constructs interrelated [6-7].

Table 1. Respondents' characteristics and demographics (n=319)

Measure	Items	Frequency	Percentage (%)
Gender	Male	136	42.6%
	Female	183	57.4%
Age	18~28	95	29.8%
	29~39	82	25.7%
	40~44	64	20.0%
	45~49	43	13.5%
	50~	35	11.0%
Degree	Senior school	124	38.9%
	Bachelor	105	33.0%
	Master	85	26.6%
	PhD.	5	0.2%
Department	Hospital	187	58.6%
	Physician clinic	99	31.0%
Position	Pharmacy	33	10.3%
	Department employee	276	86.5%
	Department supervisor	27	8.5%
Experience	Senior manager	16	5.0%
	~5 years	57	17.9%
	6~12 years	97	30.4%
	13~20 years	109	34.2%
	21~ years	56	17.6%

3. Results

3.1 Research finding

The results from EFA, RA, and CFA which were show that all of above standard coefficient. In addition, within the six hypothesis by SEM analysis in research model, H2 is non-significant (coefficient=0.07) revealed that MCSP are not limited the self's norm to process knowledge sharing. Otherwise, the H3 present negative significant also expose interpersonal reciprocal relationships may not help to MCSP adopt knowledge sharing intention. The analysis data from the empirical evidence are stated in Table 2 and Figure 2.

Table 2. Results of statistics analysis

Construct	EFA	RA	CFA
Intention to knowledge sharing	ITT1	0.854	P value=0.000 GFI=0.938 AGFI=0.916 RMSEA=0.041
	ITT2	0.854	
	ITT3	0.768	
	ITT4	0.760	
Attitude toward knowledge	ATT1	0.831	
	ATT2	0.816	
	ATT3	0.786	
	ATT4	0.785	
Subjective norm	SN1	0.861	
	SN2	0.850	
	SN3	0.844	
	SN4	0.833	
Anticipated reciprocal relationships	PR2	0.901	
	PR3	0.891	
	PR4	0.889	
Extrinsic rewards	ER1	0.814	
	ER2	0.809	
	ER4	0.781	
Resource availability	RA1	0.822	
	RA2	0.814	
	RA3	0.807	

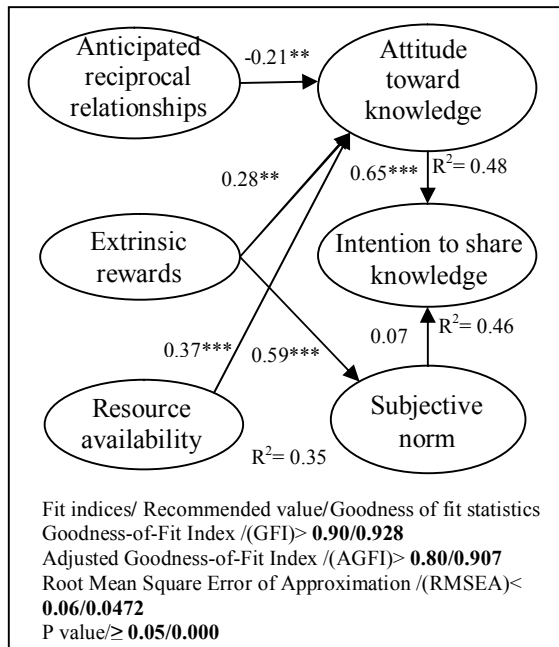


Figure 2. Results of the SEM analysis

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

4. Discussion

In this study, TRA as the main core structure, and integrate anticipated reciprocal relationships, extrinsic rewards and resources availability as the antecedents to explore relationship the MCS personnel's knowledge sharing intention. In light with the prior literatures, only a few scholars to discuss the availability of resources influence the individual intent

to knowledge sharing. This research analyzing the relevant literatures and empirical evidence that supported or non-supported six hypothesis. In addition, this study also filled out the gap of academic theory and MCPS practices. Future study could be expand this research findings to investigate other industrial and organization.

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