KNOWLEDGE SHARING IN PROGRESS PHASE OF UNIVERSITIES

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ABSTRACT

In a world of Universities, higher technologies, universal knowledge interacting, and multitasking experts, the dynamics of learning experiences must change to provide value to new generations of learners. If the knowledge is to be alive it must have an impact on Universities and Society. In old paradigm "Knowledge was Power" but today "Sharing knowledge is Power". Digital technologies are moving our relationship with information and how we appreciate and construe the Knowledge. New tools that are already so communal we barely notice them and applied in our day to day life to get knowledge regarding anything. The context of the Digitalisation and the implications of new technologies commonly used in sharing knowledge and the mindset that is required for motivating the academician's towards knowledge sharing. This paper aimed to identify the level of knowledge sharing technologies usage in emerging and gaining knowledge sharing among faculty members in selected North Indian Public Universities. In addition, it is also aimed to discover barriers to knowledge sharing.

Keywords: - Level of Knowledge Sharing Technology usage, Barriers to Knowledge Sharing.

1. INTRODUCTION

The Knowledge is an organisational resource that provides a sustainable competitive advantage and growth in a competitive world (Davenport & Prusak, 1998). The knowledge sharing is a two-way, mutual and intentional process that generally occurs during organisational, social and informal interactions among the faculty members. The Universities are those organisation's that have a combination of different disciplinary contexts with different specialisation. Knowledge Sharing is a process that takes place every day in the universities culture as employees and faculty members share knowledge whether or not they mean to.

Technology shows a vital transformational key part of changing the academic culture to knowledge sharing. In so many ways it is information technology that has made knowledge sharing a truth. Today it is a reality. Information assessment can efficiently be done with the help of information technology in progress phase. Technology is not all good however. If executed well and if individuals are trained and educated in its use then knowledge sharing technologies are very worthwhile and beneficial.

In the right scenario faculty members and employees of Universities are very commonly used new technologies to share knowledge with their colleagues to the fact that most of the employees are knowledge workers. This research paper aims to recognise the level of technologies that are used in evolving and gaining knowledge sharing. In adding, it is also aimed to ascertain knowledge sharing motivators in knowledge sharing activities among faculty members of selected North Indian Public Universities.

2. PROGRESS PHASE

In the digital phase everything is going to be systematic due to dynamic and progressive support of technology. In this study the Progress phase is related to the faculty member's attitude towards sharing their knowledge or any other material with the help of technology. Internet has completely changed the way of transforming the knowledge and the course of knowledge creation and sharing. Similar any significant innovation, transformation is important in our day by day activities such as the use of e-mails, the interchange of downloadable materials, public and private web sites, etc.

3. RESEARCH METHODOLOGY

The objective of this study is to identify the level of knowledge sharing technology usage in evolving and gaining knowledge sharing, to ascertain knowledge sharing motivators among faculty members of selected North Indian Public Universities.

The Primary & secondary data were collected for this research paper. The primary data was collected by through questionnaires to the faculty members in Commerce and Business Administration Department of selected North Indian Public Universities such as **Panjab University (Chandigarh), Himachal Pradesh University (Shimla), Punjabi University (Patiala), Kurukshetra University (Haryana).** The sample size of the research paper was the faculty members that come from a selected Universities. Those faculty members are different in terms of their designation: Assistant Professor, Associate Professor, and Professor. A total of 150 questionnaires were distributed to all faculty members. The convenience sampling was used to collect the questionnaire and 108 faculty members successfully replied, response rate of 72%. The analysis is based on a valid response of 108 faculty members of selected universities.

The Data was collected during the month of March 2018 to May 2018. The instrument of data collection was standard questionnaire. A questionnaire was divided into three segments as follows: In Segment I the demographic details are gender, status, age, designation, experience. Segment II contains questions regarding level of knowledge sharing technologies usage. The total numbers of questions are four. All questions related to level of technology usage scale were identified by Tohidinia, Z., & Mosakhani, M. (2010). Segment III contains questions about Barrier towards knowledge sharing. The total numbers of questions were five. All questions were adapted from Nassuora et al. (2010).

All questions in this questionnaire used a five-point Likert-type scale. For segment II the scale was 1= Never, 2 = rarely, 3 = Sometimes, 4 = Often to 5 = Always. Whereas, the scale for segment III, was (1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, and 5= Strongly Agree).

4. ANALYSIS & RESULTS

The demographics details obtained, out of 108 respondents 62.03% were females. The 51.85% respondents were married. The most of the respondents were 31-40 years old 37.07% and 25.9% were 41 to 50 years old. Furthermost of the respondents were Assistant Professor 55.5%, next by Associate Professor 25%, Professor 12.96%. The majority of respondents had 16 to 25 years' experience 36.11%, and 33.33% of respondents had experience 6 to 15 years. Finally Table 1 below gives respondents' demographic profile:

Respondent's Profile	Classification	Frequency	Percentage (%)
Gender	Male	41	37.9%
	Female	67	62.03%
Status	Married	56	51.85%
	Un-married	52	48.14%
Age	20-30	26	24.07%
	31-40	40	37.07%
	41-50	28	25.9%
	50 above	14	12.96%
Designation	Assistance Professor	60	55.5%
	Associate Professor	27	25%
	Professor	14	12.96%
Experience	Less than 6 years	19	17.59%
	6-15	36	33.33%
	16-25	39	36.11%
	More than 25 years	14	12.96%

Table 1 Demographic Profile

4.1 KNOWLEDGE SHARING TECHNOLOGIES USAGE

Table 2 shows the level of knowledge sharing technologies usage by faculty members by scoring form the highest strength to the lowest strength for to knowledge sharing technologies usage. The respondents (faculty members) were inquired how important were present technologies usage in supporting them to improve and gain knowledge. The four dimensions of Knowledge Sharing have been presented category wise along with the mean scores of each item under these dimensions. From the table, it can be concluded that the highest mean score is that in any organisational, employees widely use knowledge networks (such as the internet) to communicate with colleagues and in my organisation **(M = 4.91)** further, In my organisation, employees widely make use of IT to share knowledge with other organisational members **(M = 4.21)** further, In my organisation, employees widely make use of systematic storing technologies (such as databases) to access knowledge **(M = 4.09)** further, In my organisation, employees widely make use of IT to share knowledge with people outside the organisation **(M = 4.00)**. Which means that the faculty members widely use knowledge networks (such as internet) to communicate with colleagues and in the public universities faculty members very less use of IT to share knowledge with people outside the organisation.

DIMENSION	ITEM	MEAN
Level of Technology Usage	In my organisation, employees widely make use of systematic storing technologies (such as databases) to access knowledge	4.09
	In my organisation, employees widely use knowledge networks (such as the internet) to communicate with colleagues	4.91
	In my organisation, employees widely make use of IT to share knowledge with other organisational members	4.21
	In my organisation, employees widely make use of IT to share knowledge with people outside the organisation	4.00
	Total Mean of Level of Technology Usage	**17.21**

Table 2 Knowledge Sharing Technologies usage

4.2 BARRIER TO KNOWLEDGE SHARING

Table 3 shows the level of knowledge sharing technologies usage by faculty members by scoring form the highest strength to the lowest strength for to knowledge sharing. The respondents (faculty members) were inquired barrier to knowledge sharing. The five dimensions of Barrier to Knowledge Sharing have been presented category wise along with the mean scores of each item under these dimensions. From the table, it can be concluded that the highest mean score is that in any organisational, Colleague in my university does not share knowledge because they think having knowledge portray them as powerful **(4.68)**, Colleague in my university does not share knowledge because of the fear of it being misused by taking unjust credit for it **(4.50)**, There is a general lack of trust among staff in my university **(4.33)**, There is general lack of time to share knowledge **(4.11)**, There is lack of interaction between those who need knowledge and those who can provide knowledge **(3.90).** Which means faculty members of selected north Indian public universities does not share knowledge because they think having knowledge portray them as powerful.

DIMENSION	ITEM	MEAN
Barrier to Knowledge Sharing	There is general lack of time to share knowledge	4.11
	There is a general lack of trust among staff in my university	4.33
	Colleague in my university/college does not share knowledge because they think having knowledge portray them as powerful	4.68
	Colleague in my university does not share knowledge because of the fear of it being misused by taking unjust credit for it	4.50
	There is lack of interaction between those who need knowledge and those who can provide knowledge	3.90
	Total Mean of Attitude toward Knowledge Sharing	**21.51**

Table 3 Barrier to Knowledge Sharing

5. CONCLUSION

This research paper was conducted to search the present level of knowledge sharing technology usage among faculty members in selected north Indian public Universities, Usage of Information Technology has very dynamic to the attainment of knowledge management practices in all education organizations. Effective knowledge sharing among faculty members is essential for educational organisations. This research found that the faculty members usage of information technology for knowledge sharing inside and outside the organisation. This research paper revealed that the faculty members widely use knowledge networks (such as internet) to communicate with colleagues. The research also find out most of the faculty members of public universities does not share knowledge because they think having knowledge portray them as powerful. Since the survey was limited to only selected north Indian public universities. The results might not be appropriate to all the Educational Organisations. Hence, further research should consider larger sample size from different Educational Organisations.

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