

Knowledge Sharing in SME's using the Theory of Reasoned Action

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Abstract- The purpose of the research study is to evaluate **Knowledge Sharing in SME's** In this research study, we understand the Theory of Reasoned Action (TRA) Models with Structural Equation Modelling Methodology.

1. DESIGN/METHODOLOGY/APPROACH

The design of research study is based on three things which are (1) Population (2) Demographic Factors . Then, Methodology and approached we followed in this research study are Structural Equation Modelling (SEM) and Rank Correlation among Premier SME's based on Population and Demographic factors in Phase-1 and Phase-2 & Phase-3

Population

Design of research study starts with population like CEO, Directors, Managers, Executives in developing countries like India

Classification of SME's

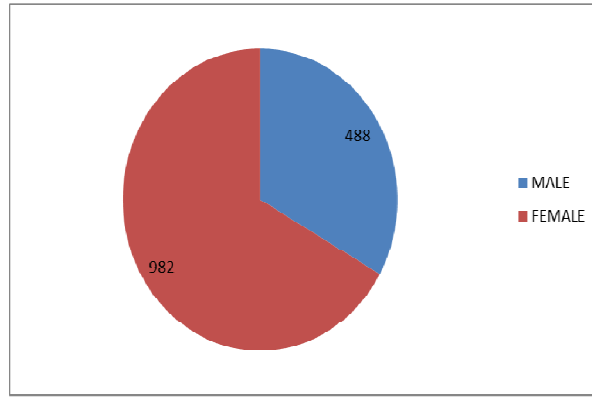
- CEO,
- Directors,
- Managers,
- Executives in developing countries like India

2. FINDINGS

In this research study, we going to identified following findings in phase wise are

- (1) Population & Demographic factors study is relevant

Demographic Factors



In this research study, we using TOOLS like IBM SPSS (Statistical In this research study, identified the variables in both Behavioural Change Models and Theory of Reasoned Action Models and its relationships using Structural Equation Modelling and formation of Hypothesis and its acceptance/rejection based on significant levels.

- Hypothesis Formation :
- Significant Levels at 0.05 (5% Significance or 1% Significance)
- Observed Variables and Error
- Latent Variables
- Depend and Independent Variables association

3. LITERATURE REVIEW

2009	The theory of planned behaviour applied to young people's use of social networking websites	Emma L. Pelling and Katherine M. White	Research suggests that SNW use may increase adolescents' self- esteem and well-being if the tone of the feedback provided by viewers of their profiles is positive, but decrease self- esteem when the feedback is negative.2 As with any type of excessive internet use, overuse of SNWs has the
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			<p>negatively on an individual's study, work, health, and personal relationships.³ Young adults are more likely than any other age group to have a SNW⁴ and engage in higher levels of use (almost 3 hours per day).⁵ Despite the increasing popularity of SNWs, however, there is still little known about the psychosocial variables that predict people's level of use.</p>
2010	<p>Applicability of the theory of planned behavior in predicting intended use of Voluntary HIV Counseling and Testing services among teachers of Harari Region, Ethiopia</p>	<p>Shemsedin Omer, Jemal Haidar</p>	<p>More than half (53.7%) who had never used VCT service were considered in the analysis for the intended VCT service use. All the modal variables correlated significantly with behavioral intention. Subjective norm ($r=0.45$, $p<0.001$), perceived behavioral control ($r=0.42$, $p<0.001$) attitude ($r=0.33$, $p<0.001$) and perceived susceptibility ($r=0.25$,</p>

			<p>p<0.001), were significantly and positively correlated while perceived severity to the illness (r= -0.14, P<0.001) was significantly but negatively correlated with behavioral intention. Perceived severity of the illness, normative belief and having high level of self control were the major predictors for intended use of VCT.</p>
2011	<p>U n d e r s t a n d i n g information systems security policy c o m p l i a n c e : A n integration of the theory of planned behavior and the protection motivation theory</p>	Princely Ifinedo	<p>The data analysis did not support perceived severity and response cost as being predictors of ISSP behavioral compliance Intentions</p>
2012	<p>Using the Theory of Planned Behaviour to understand binge drinking: t h e importance of beliefs f o r d</p>	David P. French ¹ , and Richard Cooke	<p>Beliefs were reliably coded (all kappas ≥ 0.79). Students with higher intentions to binge drink were more likely to believe that their friends approved of binge drinking,</p>

	e v e l o p i n g i n t e r v e n t i o n s		and that (lack of) money would make it difficult. Students who reported drinking more alcohol at the end of the evening were more likely to believe that getting drunk is an advantage/ what they would like about binge drinking tonight, that their sports t eams would approve, and that celebrating, drinking patterns, and environment would make it easy to binge drink.
2013	D e t e r m i n a n t s o f P s y c h o l o g i c a l C o n s t r u c t s t o w a r d A g r i c u l t u r a l T e c h n o l o g y A d o p t i o n : E v i d e n c e f r o m E a s t e r n I n d i a	T . Y a m a n o , S . R a j e n d r a n a n d M . M a l a b a y a b a s	It is predicted that Scheduled Caste, female, and less educated farmers have low scores on psychological constructs, whereas Swarna Sub 1 users, large landholders, and wealthy farmers have high scores on the psychological constructs in all the three dimensi

2014	An extension of the Theory of Planned Behavior to predict willingness to pay for the conservation of an urban park	Natalia López-Mosquera, Teresa Garcí, Ramo Barrena	Community-based social marketing and local campaigns are the main strategies that should be followed by land managers with the objective of promoting responsible, pro-environmental attitudes as well as a greater willingness to pay for this type of goods.
2015	TRA, TPB AND INTEGRATED BEHAVIOR UR MODEL	DANIEL E MONTANO AND DANUTA	HISTORICAL DEVELOPMENT OF TRA , TPB
2018	KNOWLEDGE SHARING AMONG ACADEMICIANS	M.PUNNIYAMO OR THY J ANTONETTE ASUMPTHA	A theory of planned behavior is used as a source model to develop two models: one with the causal path from subjective norms to attitude and the other with a causal path from subjective norms to perceived

		<p>behavioral control. From the results of the significance of the subjective norms to the attitude path, it is possible to conclude that there is a similarity in faculty attitude toward knowledge sharing and what they feel about knowledge sharing due to social pressure. Similarly, the casual path created from subjective norms to perceived behavioral control reveals that the academicians' behavior in knowledge sharing depends upon his/her feelings about the views of others.</p>
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4. ORIGINALITY & Research Gap

This research is novel to study of knowledge sharing in SME's and their contribution to national development

5. RESEARCH LIMITATIONS

In this research study, limitations are country wise study rather than whole populations ,samples consideration.

Data Collection

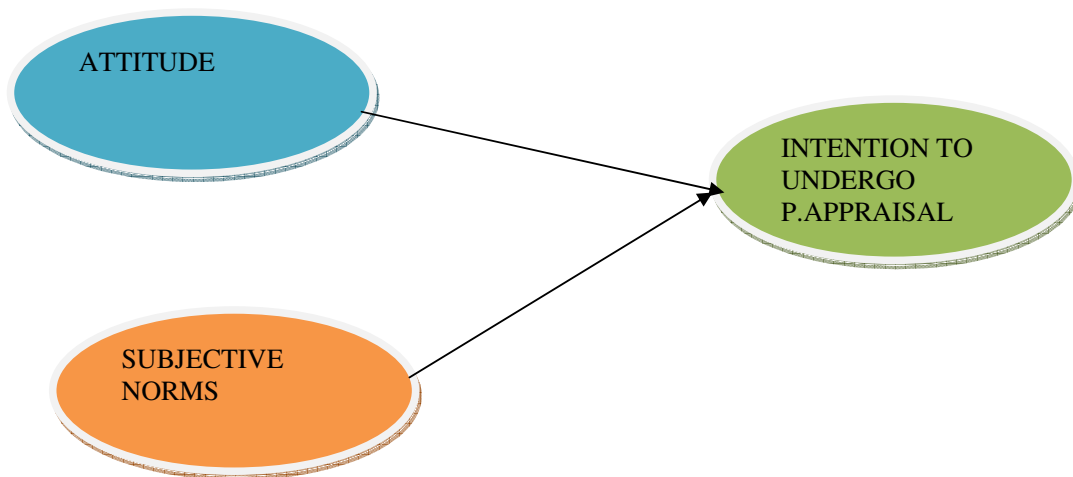
We had collected 1500 data out of which 1471 data was complete and without flaws , it was easy to collect data through Self Help Groups also.

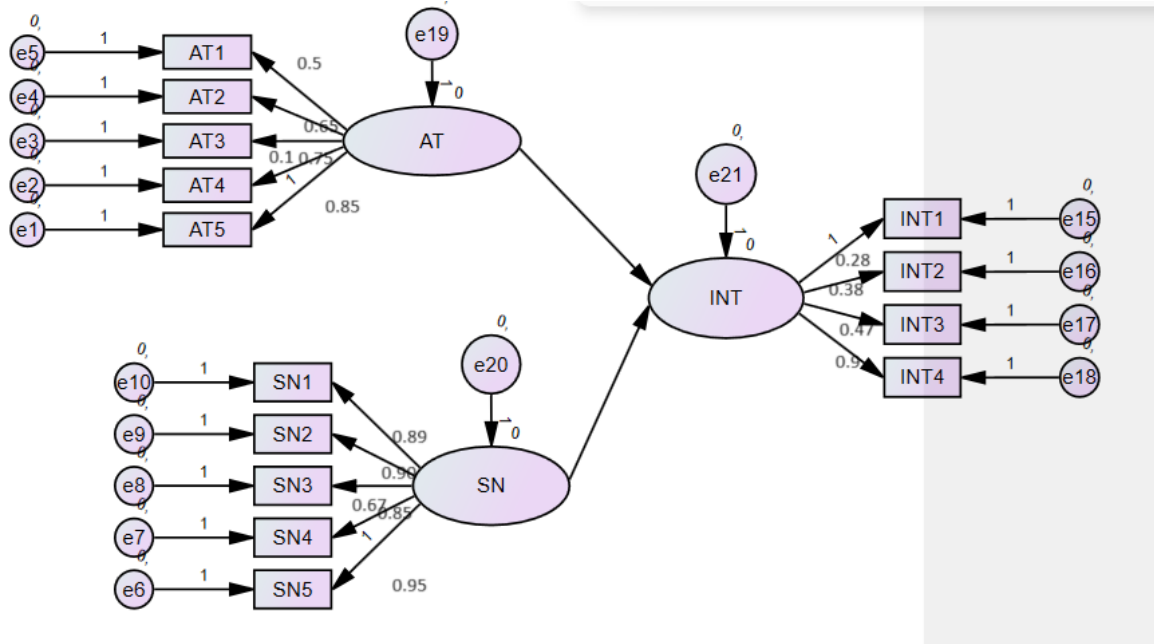
6. TABLES & DIAGRAMS

In this research study, the following below Tables & Diagrams have has to be mentioned

- Literature Review in ascending order
- Factor loadings & Estimates

TRA MODEL:





<i>ATAVG1</i>		<i>SNAVG1</i>	
Mean	2.483401	Mean	2.604762
Standard Error	0.012967	Standard Error	0.009551
Median	2.4	Median	2.6
Mode	2.6	Mode	2.6
Standard		Standard	
Deviation	0.497163	Deviation	0.366172
Sample		Sample	
Variance	0.247172	Variance	0.134082
Kurtosis	-0.30192	Kurtosis	-6.8E-05
Skewness	0.147174	Skewness	-0.11182
Range	2.8	Range	2.2
Minimum	1.2	Minimum	1.4
Maximum	4	Maximum	3.6
Sum	3650.6	Sum	3829
Count	1470	Count	1470

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
ATAVG1	1470	3650.6	2.483401	0.247172
SNAVG1	1470	3829	2.604762	0.134082
INTAVG1	1470	3519	2.393878	0.622069

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	32.9354	2	16.4677	49.23948	0	2.99777
Within Groups	1473.882	4407	0.334441			
Total	1506.817	4409				

Reliability was checked. Convergent validity values more than 0.5 hence proved. Discriminant validity construct values less than the squaroot of convergent validity was also checked hence proving the instrument valid.

t-Test: Paired Two Sample for Means

	<i>ATAVG1</i>	<i>INTAVG1</i>
Mean	2.483401361	2.393878
Variance	0.247171541	0.622069
Observations	1470	1470
Pearson Correlation	0.06208183	

Hypothesized Mean Difference	0
Df	1469
t Stat	3.789166309
P(T<=t) one-tail	7.86306E-05
t Critical one-tail	1.645891569
P(T<=t) two-tail	0.000157261
t Critical two-tail	1.961580182

Hypothesis:

If Intention to share knowledge among SME’s attitude is low reject the null hypothesis.

If Intention to share knowledge is high in SME’s attitude Accept the Alternate hypothesis.

t-Test: Paired Two Sample for Means

	<i>SNAVGI</i>	<i>INTAVGI</i>
Mean	2.604762	2.393878
Variance	0.134082	0.622069
Observations	1470	1470
Pearson Correlation	0.18796	
Hypothesized Mean Difference	0	
Df	1469	
t Stat	10.04743	
P(T<=t) one-tail	2.56E-23	
t Critical one-tail	1.645892	
P(T<=t) two-tail	5.12E-23	
t Critical two-tail	1.96158	

Hypothesis:

If Intention to share knowledge among SME's subjective norm is low reject the null hypothesis.

If Intention to share knowledge is high in SME's subjective norm Accept the Alternate hypothesis.

Since the null hypothesis assumes there is no difference in the population means, the expression ($\mu_1 - \mu_2$) is always zero. As we learned in "Estimating a Population Mean," the t-distribution depends on the degrees of freedom (df).

CONCLUSION

Here we have discussed TRA , this limitation can be overcome by additional construct Perceived Behavioral Control(TPB) .Here we find out that knowledge sharing is done more by social pressure than Attitude. Hence we consider the intention to share knowledge in Small, Medium Enterprises is due to social and peer pressure.

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