

A COMPARATIVE STUDY OF KNOWLEDGE SHARING BEHAVIOUR OF PHYSICAL EDUCATION AND SPORT PROFESSIONALS

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ABSTRACT

This study compared different theories on the knowledge sharing behaviour of sport professionals and considers the differences according to occupation. A questionnaire was distributed to professionals in physical education and sport in Taiwan. The subjects were targeted using a stratified random sampling method. Structural equation modelling was used to perform data analysis on 666 valid questionnaires. The Theory of Planned Behaviour (TPB) explained the behavioural models regarding their interpretation of knowledge sharing behaviour and intentions. The findings indicated that such behaviour indirectly, but positively, impacted by subjective norms, shared attitudes, perceived behavioural control and shared intentions. Knowledge sharing behaviour differed significantly among sport professionals employed in academia and industry, with the intention to share exerting the greatest influence. Attitude was the most influential, followed by subjective norms and perceived behavioural control. In the industrial model, perceived behavioural control was most consequential, followed by attitudes and subjective norms. The results confirm that the theory of planned behaviour not only has good explanatory power, but also effectively predicts such behaviour among physical education and sport professionals in general.

Key words: Theory of Planned Behaviour, Professionals of Physical Education and Sport, Knowledge Sharing Behaviour, Model Comparison.