

GENDER DIFFERENCES IN KNOWLEDGE SHARING BASED UPON AJZEN'S THEORY OF PLANNED BEHAVIOR (TPB): A STUDY ON ACADEMICIANS IN THE INDIAN CONTEXT

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Knowledge sharing is an important aspect in academics. In this study, a total of 533 (246 male and 287 female) academicians working in different educational institutions or universities located across Southern India were surveyed for their knowledge sharing activities based on the Ajzen's research model, the Theory of Planned Behavior (TPB). Their intentions towards knowledge sharing, attitude directed to knowledge sharing, subjective norms towards knowledge sharing and perceived behavioural control in the milieu of knowledge sharing were assessed by using a questionnaire and the outcomes were subjected to path analysis. Path analysis revealed that female academicians were more pronounced in their intentions and towards knowledge sharing and their attitudes towards knowledge sharing were more significant predictors of their intentions when compared to their male counterparts. Though subjective norms and perceived behavioral control in the context of knowledge sharing were significant predictors of intention for both male and female academicians, their effects were more pronounced in case of males. Perceived behavioral control by emerged as the most impactful predictor of intention for knowledge sharing in the academic context.