

# Knowledge sharing and theory of planned behavior: a bibliometric analysis

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## Abstract

**Purpose** – *The purpose of this study is to review the role of knowledge-sharing and its association with the Theory of Planned Behavior (TPB). TPB is the most used theory in understanding knowledge-sharing behavior in many contexts.*

**Design/methodology/approach** – *Based on the bibliometric approach, this study extracted and analyzed 229 journal articles on the Web of Science. In addition, two analyses (bibliographic coupling and co-word) were performed to provide science mapping in presenting the knowledge structure on the present and future research direction on knowledge-sharing and TPB.*

**Findings** – *The findings of this study suggest that two stand-out clusters are determinants and antecedents of knowledge-sharing behavior based on TPB and the role of the virtual platform and social media in facilitating knowledge-sharing among users.*

**Research limitations/implications** – *This study will benefit researchers and scholars in studying individual behavioral traits underpinning TPB in achieving organizational excellence.*

**Originality/value** – *This study extends the findings of the previous review because of their limitations on methods. This study confirms the determinants of knowledge-sharing intention and behavior. However, this study suggests integrating TPB with other theories to provide more insights into knowledge-sharing behavior and use online and technology-based platforms to facilitate knowledge-sharing behavior.*

**Keywords** *Knowledge sharing, Theory of planned behavior, Theory of reasoned action, Bibliometric analysis*

**Paper type** *Research paper*

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## 1. Introduction

The extant literature suggests that knowledge sharing is one of the most crucial employee behaviors for sustained organizational success (Anand and Dumazert, 2022; Nguyen and Malik, 2022a; Thomas and Gupta, 2022a). Organizations adopt knowledge management as a critical strategic business resource to enhance performance (Lee *et al.*, 2020; Atapattu and Huybers, 2021). It is a business strategy comprising procedures and policies to facilitate knowledge creation, sharing and application to attain organizational objectives. An organization with substantial knowledge management capacity can increase its competitiveness by collecting, organizing and transforming knowledge into useful output and activities (Bashir and Farooq, 2019). Knowledge sharing is the most critical component within the knowledge management domain and is considered the fundamental activity in sustaining organizational excellence (Ahmad and Karim, 2019). Organizations need to ensure that knowledge is being shared freely, as the power of knowledge is realized and elevated when it is shared (Al-Kurdi *et al.*, 2020).

In today's highly competitive business environment, knowledge sharing is considered a dynamic process for new knowledge creation among people, groups and organizations (Balle *et al.*, 2019). Knowledge sharing is vital for transforming individual knowledge into organizational knowledge (Le and Lei, 2019). Once individuals contemplate that their

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