

How to Promote Knowledge Sharing within Organisations: The CIB Bank

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Abstract

Nowadays, Organisations' ability to encourage knowledge sharing is considered a key success factor in such a highly competitive environment. This has called the need for understanding knowledge sharing and determining the main criteria that affect the employees' intention to share knowledge.

Accordingly, the aim of this paper is to identify the main factors that affect employees' intention to share knowledge and to propose a model that would act as a guideline for decision makers in organisations. Thus, the Commercial International Bank (CIB) in Egypt was selected as the research's case study, where over 100 employees were surveyed. Data was statistically analyzed and the findings enabled the researchers to make recommendations on how to promote knowledge sharing within organizations.