The Contradiction between Self-protection and Self-presentation on Knowledge Sharing Behavior

Author Details:

Jaime Ortiz 1
1Vice Provost, Global Strategies and Studies, University of Houston, E.W. Cullen Bldg. Suite 101, 4302 University Dr. Houston, TX 77204-2039, United States. jotitz22@uh.edu

Wen-Hai Chih 2
2Professor, Department of Business Administration, National Dong Hwa University, No. 1, Sec. 2, Da Hsueh Rd., Shoufent, Hualien 97401, Taiwan, R.O.C. whchih@mail.ndhu.edu.tw

Faa-Shyan Tsai 3
3Customer Feedback Manager, Department of Product Management, QNAP System, Inc., No. 22, Zhongsing Road, Xizhi District, New Taipei City, 221, Taiwan, R.O.C. shyan880005@gmail.com

Corresponding Author: Wen-Hai Chih, whchih@mail.ndhu.edu.tw

Acknowledgments:

Funding: This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Biographical Details:

Jaime Ortiz is the Vice Provost for Global Strategies and Studies at the University of Houston. His research focuses on topics related to economic growth and development, global investment decisions, and identification of sources and origins of technical change. He is the author, co-author, or editor of numerous books, book chapters, textbooks, research monographs and technical reports, and refereed journal articles.

Wen-Hai Chih is a Professor in the Department of Business Administration, National Dong Hwa University. His research interests include e-commerce, virtual community, social media, and social marketing. He has published more than 100 papers in 30 journals.

Faa-Shyan Tsai is a Customer Feedback Manager from the Department of Product Management, QNAP System, Inc. His research interests include social media, information privacy, social influence, and e-commerce.

Structured Abstract:

Social networking sites (SNSs) attempt to enhance the discussion and knowledge sharing behavior between its members. This study decomposes information security awareness (ISA) into general information security awareness (GISA) and information security policy awareness (ISPA) and explores their effects on knowledge sharing behavior. It also simultaneously investigates the effects of threat appraisal and source credibility on knowledge sharing behavior from a self-protection and self-presentation perspectives. The research hypotheses are verified with 598 valid samples using a structural equation modeling. Results indicate that GISA and ISPA have a significant and positive effect on threat appraisal. However, ISPA has a significant and positive effect on knowledge sharing behavior but general information security awareness does not. On the other hand, bonding social capital and bridging social capital has a significant and positive effect on knowledge sharing behavior. Threat appraisal has a significant and negative effect on knowledge sharing behavior while source credibility has a significant and positive effect on knowledge sharing behavior. In addition, threat appraisal and source credibility exert partial mediating effects between ISPA/bonding social capital, bridging social capital and knowledge sharing behavior.

Keywords: Information security awareness, Self-protection perspective, Social bonding, Self-presentation perspective, Knowledge sharing behavior

Article Classification: Information Security, Social Media

For internal production use only

Running Heads:
دریافت فوری
متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات