

Knowledge Sharing Traits and Competitive Advantage: A Qualitative Inquiry

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Abstract

Purpose: *This paper explores the extent to which knowledge sharing traits shape organizational competitive advantage.*

Methodology: *In this qualitative inquiry, semi-structured interviews were conducted in nine Malaysian-listed organizations.*

Findings: *The results from summative content analysis suggest that the dimension of conscientiousness was the most dominant personality among sharers. In terms of competitive advantage outcome, the majority of the organizations were found to be at competitive parity stage.*

Practical Implications: *Organizations should invest in knowledge sharing through the alignment of dual training types with designated micro-groups facilitation in their quest for competitive advantage.*

Keywords: Knowledge Sharing; Five-Factor Model of Personality; Competitive Advantage; Resource-Based View (RBV) Theory; VRIO (Valuable, Rare, Inimitable, Organized) Framework.

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