ABSTRACT

Groupware falls under the larger term of collaboration technologies, together with group decision support system, electronic meeting systems, computer supported cooperative work (CSCW) and others. Groupware has become increasingly a popular technology among organizations to share knowledge. However, many studies revealed that employees are not interested in sharing their knowledge with their colleagues at workplace. Many researches argued that groupware is difficult to be implemented than traditional software, because of the complexity of the package of hardware, software, people and process. One of the major issues that need attention includes the acceptance and technology use of groupware.

This research seeks to investigate further the usage of groupware technology at Universiti Utara Malaysia (UUM). This study provides a richer understanding of the groupware technology adaptation and acceptance by evaluating the use and the acceptance of Webcube by UUM community. The focus is on its' ten knowledge sharing features (Email, Forum, Homepage, Community Center, Shoutbox, File Manager, Calendar, Journal, News and Weblog). Webcube has become the primary online KM tool available to UUM community since 2001, apart from face-to-face meetings, telephone conversations and so on. So far, no study has been done to find out the issues on the usage of Webcube amongst the community. Therefore, it is worth to investigate the issues or problems encountered by the community while adapting to the technology.

The foundation of the theoretical framework used in this research is the Technology Acceptance Model (TAM) – extended with the collaboration technology-specific determinants to the various TAM constructs. Ten factors are hypothesized to give influence to all Webcube's ten knowledge sharing features. This study found that the most influential factor to determine the use of all ten features is Perceived Usefulness. On the other hand, Mobility is the least influential factor. Nevertheless, other factors indeed have their own power of influencing the use of the ten features. In addition to that finding, this study has also identified the reasons why users refuse to use the knowledge sharing features in Webcube. These reasons help to justify why certain factors can be less influential in the context of Webcube usage in UUM. This technology is perceived to be the ultimate platform for UUM community to share their knowledge. Therefore, the findings from this study are significant, which are worth to pay attention for.