

# **Explain Factors affecting willingness to share knowledge on Mazandaran Saderat bank**

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**Abstract:** Introduction: Due to the increasing importance of knowledge sharing in competitive advantage, understanding the factors influencing knowledge sharing is an undeniable necessity. This study tends to explain the factors influencing knowledge sharing among Saderat bank staff in Mazandaran province. Methods: the purpose of this study is applied and in terms of data collection is type of crosscorrelation. The population consist of 1238 the province's exports of bank employees in 2016, by using Non - probability Convenience sampling method were ed 298 number of stuffs. The data collection tools is questionnaires Chang et al (2015), which was using the whole five - item Likret scoring. For analysis using descriptive statistics and correlation coefficient, path analysis and indicators of goodness of fit was used the SPSS and SPSS software. Results: The tendency for knowledge sharing among bank staff are highly influential export variables. Correlation coefficient test showed that there is a significant positive correlation in 0/01 % between the variables, component of ethics and self - efficacy and attitude toward knowledge sharing. Test results according to assumptions showed anticipated reciprocal relationship have a significant positive association with sttitude towards knowledge sharing Preceived ethics have a significant positive association with subjective norms. Self - efficacy has a significant positive association with attitude towards knowledge sharing. Subjective norms have a significant positive association with knowledge - sharing intentions. Conclusion: establishing an atmosphere of trust, the use of reward systems, career meetings between staff at different levels can increase the willingness and ability to share knowledge. The transfer of knowledges is not only dependent on individual ability but rather the expectations and attitudes depends on the individual. Keywords: knowledge sharing intention to share knowledge, attitudes toward knowledge sharing, subjective norm, path analysis.

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