

Behavior of knowledge sharing in Professional Virtual Communities

Knowledge sharing intrinsically implies the generation of knowledge in the recipient. In this study, knowledge sharing is defined as instances whereby a member responds to a posted problem by sharing what they know and considered the behavior of knowledge sharing as a transaction. It aims at generating value through members' interaction, sharing and collaboration. This study will focus on the virtual professional community because knowledge sharing in this kind of virtual communities is more popular and easy to observe. Cost can be the limitation of joining other activities when individual decides to join a virtual community and how much pay-off sharers have due to the behavior of knowledge sharing. Thus, in this article we explore how the cost of knowledge sharer would have negative effect on the behavior of knowledge sharing.

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