The Effect of Quality Assessment of Knowledge Sharing Behaviour in Convention Attendees: The Mediating Role of Affective Commitment

Wilawan Jansri[a], Shiva Hashemi[b], Shaian Kiumarsi[c], [a]Faculty of Economics and Business Administration, Thaksin University 90000, Songkhla, Thailand, [b]Hospitality and Tourism Management‹UCSI, Malaysia, [c]Graduate School of Business (GSB), Universiti Sains Malaysia (USM), Penang, Malaysia, Emal: [a]wilawan@tsu.ac.th, [b]shhashemi4@gmail.com, [c]kiumarsi78@gmail.com

Research in regard to knowledge sharing behaviour in convention attendees, as well as its efficiency, is currently limited. Despite that, knowledge sharing is utilised as a means of encouraging decision making and practice based on evidence as well as promoting the exchange of knowledge among researchers. Hence, for a deep comprehension of international convention attendees' knowledge sharing behaviour as well as related influencing factors, a conceptual research framework is proposed in this study. The basis of this framework is the theory of a planned behaviour model which includes social network, self-congruity, efficiency and personal branding in affective commitment in the direction of knowledge sharing behaviour. In 2018, a survey was carried out among the attendants of 8 international conventions in Malaysia, containing 275 samples. In addition, an empirical test was performed on the research model and hypothesised relationships. This was done via the structural equation modelling (SEM) approach which is supported by version 3.0 of the Smart PLS software. The findings of this study demonstrate that affective commitment acts as a mediator conceptualised in relationships among social network, self-congruity, efficiency, personal branding and knowledge sharing behaviour. Moreover, according to the results, the relationships between social network, self-congruity, efficiency and personal branding are impacted significantly and directly as well as particularly and indirectly by the mediating variable. Therefore, this study presents brilliant ideas and an improved comprehension in regard to the significance of encouraging international convention attendees to contribute further to practices concerning knowledge sharing behaviour.

Introduction

The meeting and convention sector is one of the most appealing and profitable parts belonging to the MICE industry, also known as the meeting, incentive, convention and exhibition industry (Crouch, Del Chiappa, & Perdue, 2019). Single or more activities including conferences, meetings, exhibitions, events and more are held annually by numerous organisations, enterprises, corporations and other kinds of associations. One main segment of the international tourism market is convention tourism, which possesses great significance economically and on an international scale (Alananzeh et al., 2019). Regardless of this economic significance, very little research and documentation of specific focus on business tourism or the MICE industry has taken place recently (Welthagen, 2019). The main emphasis of current research regarding the MICE sector is on the supply side. Convention destination competitiveness as well as fields such as economic impacts are in particular researched. The supply side is seemingly the main source of definition of the convention market. Moreover, specific delegates of conventions in addition to their subsequent conduct toward knowledge sharing are being largely ignored. With further research in the area aforementioned, knowledge advancement in regard to convention and business tourism has the potential to be gained (Mair & Thompson, 2009). Moreover, it can be essential to comprehend the value of the behaviour of knowledge sharing in order to establish improving experience with delegates, given the growing competition in the convention industry (Konar & Hussain, 2018).

In recent times, Asia has gained popularity as a host of global conventions and meetings along with the expansion of North America and Europe's convention market. With an aim on the convention and meeting market segment, major marketing resources have been dedicated by Malaysia, as one of Asia's well-known destinations for conventions. Using the convention and meeting industry, an enhancement can be made on a nation's promotion as a destination for tourists during the holidays (Cooper, 1999). With Malaysia being one of the most popular commercial centres in Asia, activities and businesses in relation to MICE have an immense potential to be developed (Anuar et al., 2013; Hashemi, Marzuki, & Kiumarsi, 2016). In addition, short-term efforts regarding organisations and or hosting of worldwide business events in Malaysia will be increased by related governmental as well as non-governmental organisations. A basis for this prediction is that with the goal of attracting a higher number of attendees via the comprehension of behavioural intentions and the realised quality of conference, Malaysia's competitivity in being a global destination for conferences is presumed to have the capability to grow (Zamzuri, Awang, & Samdin, 2011). Thus, in this paper, we will be analysing quality assessment (more specifically social networking, self-congruity,

efficiency and personal branding) with two aims. Firstly, our goal is to comprehend the behaviour of knowledge sharing among those who attend conventions. Secondly, in order to assist convention organisers in drawing a larger number of attendees to their respective destinations, we would like to determine the attendees' effectual commitment. This study is further supported by the Theories of Planned Behaviour (TPB) which were proposed by Ajzen (1985 and 1991). Furthermore, a number of scholars have carried out distinct and partial tests on this study in various applications including hospitality and tourism, convention tourism and event tourism (Lee & Back, 2009; Han, 2014; Han & Hwang, 2017).

Literature Review

As an effective way on the path to improvement in the quality of learning, one must establish various opportunities for practitioners and researchers through which they can engage in a variety of activities such as exchanging insights, cooperation in the construction of ideas and data spreading as well as fixing research agendas as a whole. In order to do so, one of the most standard and popular ways is to attend a convention, since conventions are typically known to be vital and possess the specific role of connecting gaps among practice and research (Hashemi, Marzuki, & Kiumarsi, 2018a). Moreover, attendees of conventions with similar goals and interests gather to exchange research findings, share experiences and learning materials as well as their respective views regarding the future (Papavlasopoulou et al., 2017). Conventions have a long history of being held and are, without a doubt, extremely effective and beneficial, for both the organisers and visitors. With scheduled meetings under typical titles such as workshops or seminars, dissemination of knowledge between researchers and practitioners takes place perfectly in conventions (Rogers & Davidson, 2015). Also, during and after face-to-face meetings, they make a great contribution towards the co-construction of novel ideas. Nonetheless, there exists no available research to prove the validity of the above statements. To date, it has not been verified whether practitioners and researchers indeed gather with the purpose of sharing information, skills and approaches, and if they do, how these actions take place and what impacts exist as a result. The connection between the involvement of employees in making decisions and sharing knowledge as well as the related intermediating elements such as organisational commitment, however, have been explored a lower number of times, by comparison. As a result, a few of the most essential mediating variables and antecedents for knowledge sharing are neglected. Nevertheless, according to literature review regarding the behaviour of individuals in knowledge sharing, difficulty in comprehension and detailed examination of knowledge sharing and other related incentives and elements in behaviour continues to remain (Holste & Fields, 2010).

Quality Assessment

Social Networking

The spread and exchange of ideas as well as the promotion of acquaintanceship with other individuals on a personal level are the main reasons why conventions are held (Hashemi et al., 2018a). As a result, a motivating factor for attending conferences is social networking (Hashemi et al., 2018b). At conferences, various networks are formed by a large number of attendees as a way of establishing and broadening relationships with others in corresponding areas of interest. Team activities including team-building exercises and social functions lead to networking. As a result, assets of immense value are given to attendees, some of which include new contacts with professionals and exclusive information regarding opportunities in the job market and industry movement (Beardsley et al., 2019). Moreover, networking provides further opportunities for professional networking and career opportunities as well as social benefits such as building connections with fellow people in similar fields of work, interaction with one's friends and colleagues, and being part of a community (Yoo & Zhao, 2010). According to findings from a few empirical studies, a positive relationship exists among the behavioural intention of attendees in conventions and networking. Also, resulting from an investigation on attendees by Lee and Back (2009), networking plays the role of antecedents of satisfaction. Furthermore, according to Kim, Lee and Kim (2012), some of the factors of social networking in relation to the positive behavioural intentions of attendees include social functions such as banquets and receptions as well as receiving recognition from peers.

Self-Congruity

A description of genuine self-congruity, in regard to travel or tourism, can be given as the degree of which the destination visitor image and a tourist's true self-image match (Ahn, Ekinci, & Li, 2013). Put differently, self-congruity is the comparison of tourists' real perception of their manners with the image belonging to the various kinds of tourists that a specific destination receives (Correia, Kozak, & Reis, 2016). In addition, the match between the consumers' self-concept, whether it is the ideal self or the actual self, and the user's image, also known as personality, related to a specific brand, product or store is signified by self-congruity. Therefore, literature regarding consumer behaviour includes equivalent terms which can be interchanged, such as self-congruity, self-congruence, self-image congruence, and image congruence. According to Lee and Back (2009), with the observation of self-congruity equally between attendees' self-images and the attendee's generalised image, a positive attitude towards conferences can be developed for them. One of the main reasons behind convention attending is the opportunity of networking with fellow attendees, which is why there exists a certain significance regarding the attendee's generalised image (Lee & Back, 2007). However, the quality of social networking may be negatively impacted by the attendees' stereotypic image.

In other words, a positive attitude in regard to a convention directly increases with the enhancement of ideal and social congruence of a generalised image in social networking (Lee & Back, 2009).

Efficiency

The definition of self-efficacy is "people's judgments of their capabilities to organize and execute courses of action required to attain designated types of performances". Self-efficacy is "people's beliefs about their capabilities to exercise control over events that affect their lives". A few general features of people with a high self-efficacy approach is that they view difficult tasks as challenges, have great interest in their activities, become deeply immersed in them, and set challenging goals to which they maintain a strong commitment (Bandura, 2010). According to reports from a number of empirical studies, there exists a positive relationship between self-efficacy beliefs and the inclination of an individual to undertake behaviour in regard to knowledge sharing. Also, a positive influence of knowledge self-efficacy on sharing intentions was discovered by Cheung and Lee (2007) in virtual communities. Likewise, according to an argument presented by Kankanhalli et al., (2005), the confidence of an individual in performing activities is strengthened by perceived efficiency. As a result of such apprehension, many people are motivated to share knowledge in an organisational setting. On the contrary, as a finding of Lee et al. (2006), if individuals believe that they lack the related expertise in a topic, there is a lower probability of them participating in knowledge sharing in online discussion boards. Therefore, it is assumed that an important factor which impacts the inclination of people to share their knowledge in conferences might be their perception of self-efficacy.

Personal Branding

A highly popular matter among professionals is utilising plausible and consistent information to create a desired personal image intentionally, with the aim of producing income and personal development through the pursue of determined professional challenges (Kucharska, 2017). In the growing age of social media, the idea of personal branding (Peters, 1997) has acquired importance of tremendous extent (Kucharska & Dąbrowski, 2016). For this purpose, aside from an attitude open to knowledge, attendees are also required to be open to colleagues they develop contact with as they play the role of enhancing the creation of knowledge. Therefore, the aim of this article is to examine the relationship among the creation of personal branding, affective commitment as well as knowledge sharing behaviours regarding attendees. Based on the theory of planned behaviour by Ajzen (1991) and the idea of personal branding by Peters (1997), a hypothesis is developed in regard to personal branding in order to positively influence knowledge sharing behaviour of conference attendees who are involved in knowledge sharing.

Affective Commitment

Affective commitment is defined as "positive feelings of identification with attachment to and involvement in the work organisation" (Meyer & Allen 1984). In other words, employees with strong affective commitment continue to remain in the organisation not as a necessity, but because they want to, which is also called continuance commitment (Meyer, Allen & Gellatly, 1990). In order to settle on a definition for commitment or attachment, an affective orientation was taken by researchers with employees who were firmly associated with a specific organisation or group were deemed to be strongly committed (Buchanan, 1974). Since the behaviour of knowledge sharing in conventions assists in creating and using knowledge, it possesses a vital part in knowledge management. According to prior research, affective commitment is concluded to be one of the main variables of organisational citizenship behaviour which contains altruism as a vital element (Iglesias et al., 2011). These studies have revealed that affective commitment plays an important role in the improvement of the altruistic spirit in employees. Towards the investigation of these attitudes, based on research by Han et al. (2010) there is a positive relationship between psychological ownership and commitment. As a contribution to extra-role behaviour, such as knowledge-sharing behaviour, this can arouse altruistic spirit (Podsakoff et al., 2000). Furthermore, it may be displayed by convention attendees who have a sense of psychological ownership. By perceiving support and care, attendees display affective commitment toward the organisation (Han et al., 2010). As a result of findings by previous researchers, a relationship exists between effective commitment and behaviour (Demirtas & Akdogan, 2015). Altruistic spirit can be created when convention attendees develop a strong sense of satisfaction and affective commitment.

Knowledge Sharing Behaviours

Knowledge sharing is defined as an individual's behaviour of distributing their gained knowledge to other members of an organisation (Ryu, Ho, & Han, 2003). This is where knowledge is exchanged by individuals either in implied but unspoken form or clearly and with great detail, and also where new knowledge is generated (Hooff & Ridder, 2004). Another definition of knowledge which is presented by Awad and Ghaziril (2004) is a precise and focused discipline of interest gained via constant experience and examination taken place beforehand, as interpreted by humans. Moreover, De Vries (2006) signifies knowledge sharing as the process of giving and receiving knowledge. Knowledge sharing is measured with regard to participation and interaction in numerous existing empirical studies (Dong et al., 2017). However, other studies measure knowledge sharing intentions (Yang, 2017). Meanwhile, a recent review of literature regarding knowledge sharing revealed that the seeking and sharing dimensions of actual knowledge sharing behaviour has only been measured by a few studies (Hadad, 2017). Various factors impacting an individual's willingness in knowledge sharing are emphasised in previous research, such as self-congruity, costs and benefits, incentive systems,

extrinsic and intrinsic motivation, effective commitment, and management championship (Hwang, Lin, & Shin, 2018). Hence, we can reasonably assume that factors including an individual's personal characteristics and their surrounding environment are responsible for shaping their knowledge sharing behaviour.

Conceptual Research Framework

This study aimed to investigate the quality assessment on knowledge sharing behaviour of convention attendees. There are three types of variables in this research study which include independent, mediating and dependent variables. Four variables namely efficacy, personal branding, self-congruity and social networking are grouped as independent variables. Affective commitment and knowledge sharing behaviour are deemed as a mediating variable and a dependent variable respectively. The conceptual framework of this study is illustrated in Figure 1.

Figure 1: Conceptual Framework with indicators
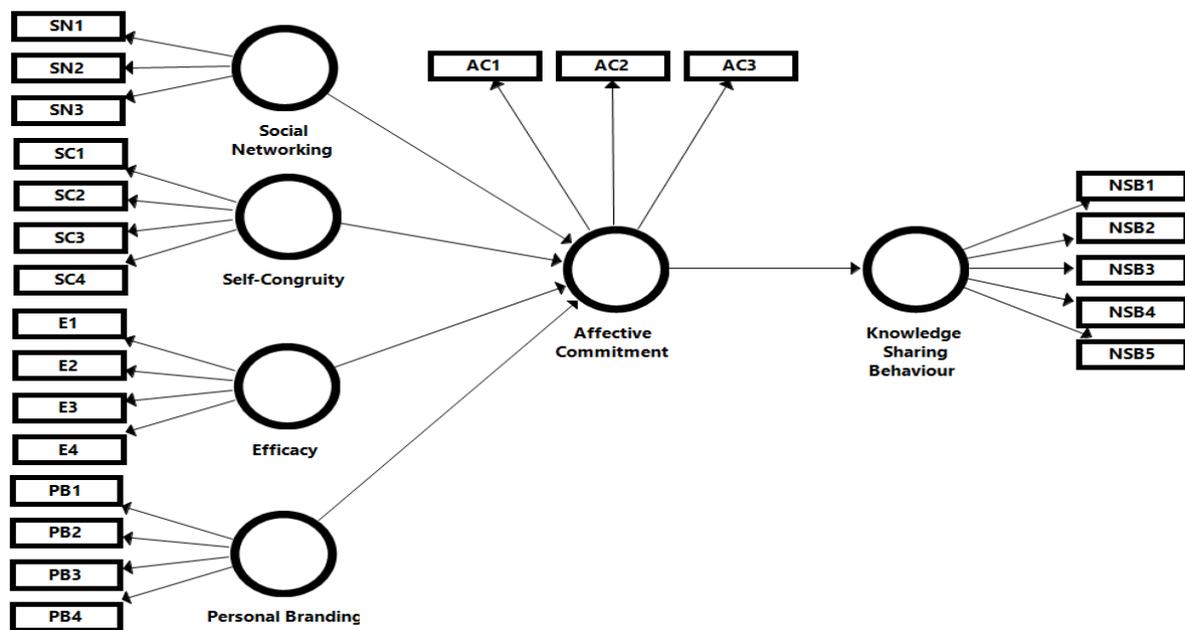
Hypotheses Development

The existing literature supports the proposed relationships between the four constructs including social network, self-congruity, efficiency and personal branding on effective commitment. Also, effective commitment led to knowledge sharing behaviour. In addition, the researcher hypothesised that effective commitment mediates the relationship between quality

assessment (in regard to social network, self-congruity, efficiency and personal branding) and knowledge sharing behaviour. Therefore, the research hypotheses are as follows:

H1: Social networking has a positive influence on effective commitment.
H2: Self-congruity has a positive influence on effective commitment.
H3: Efficiency has a positive influence on effective commitment.
H4: Personal branding has a positive influence on effective commitment.
H5: Effective commitment has a positive influence on knowledge sharing behaviour.
H6: Effective commitment mediates the relationship between social networking and knowledge sharing behaviour.
H7: Effective commitment mediates the relationship between self-congruity and knowledge sharing behaviour.
H8: Effective commitment mediates the relationship between efficiency and knowledge sharing behaviour.
H9: Effective commitment mediates the relationship between personal branding and knowledge sharing behaviour.

Methodology

We carried out this study in Kuala Lumpur during conventions held in 2018. The attendants of 8 international conventions received a survey, each of which was different in terms of their main goal. The respondents from these conferences were chosen using the purposive sampling technique which is a part of convenience sampling. Also, on the last day of each convention, a survey was conducted in order to ensure that the respondents experienced the conventions in their entirety. For data analysis, SPSS and Partial Least Squares (PLS) were utilised. In order to profile demographic respondence using SPSS, Frist descriptive analysis was applied. Moreover, smart PLS approach to structural equation modelling (SEM) was used to check the measurement model and the structural model. 25 indicators and 6 latent variables were included in the measurement model and the structural model, some of which are efficacy, knowledge sharing behaviour, personal branding, self-congruity and social networking. To undertake hypothesis testing, as suggested by Hair et al. (2014), the standard PLS algorithm was employed and the significant level of the estimates was measured based on the 5000 bootstraps.

Profile of Respondents

Table 1 displays the demographic profile of the respondents. According to this table, 155 (56.4%) of the respondents were female and 120 (43.6%) were male, revealing that the majority of respondents were female. Regarding the age profile, 97 (35.3%) of the respondents were between 31 to 40 years of age, 71 (25.8%) were 41 to 50 years old, 45 (16.4%) were 20 to 30 years old, 41 (14.9%) were 51 to 60 years, and 21 (7.60%) were aged above 60 and older. In

terms of marital status, 162 (58.9%) respondents were married while 113 (41.1%) respondents were single. The majority of the respondents were holders of degrees of higher education as 145 (52.75%) had PhDs and 89 (32.4%) held master's degrees. According to the results, for 88 (32.0%) of the attendees conferences were self-funded, whereas conference expenses for 70 (25.5%) of the respondents were paid through research grants. Furthermore, conferences were fully funded by companies or universities for 66 (24.0%) of the respondents and for 51 (18.5%) of the participants, conference expenses were only partially paid by companies or universities. As for the duration of stay, 91 (33.1%) of the respondents stayed for a period of 3 to 4 days and 76 (27.6%) stayed for 5 to 6 days. It can be concluded that most of the respondents in this survey were well-experienced international attendees due to the fact that the majority of them had experience in participation in the two convention seasons of 2018 as 155 (56.4%), 53 (19.3%) and 28 (10.2%) of these respondents had participated in one, two and three international conventions respectively. Table 1 provides a detailed description of the demographic profile of the respondents.

Table 1: Demographic profile (n=275)

Variable	Description	Number of Respondents	%
Gender	Male	120	43.6
	Female	155	56.4
Age	20-30	45	16.4
	31-40	97	35.3
	41-50	71	25.8
	51-60	41	14.9
	Above 60	21	7.60
Marital Status	Single	113	41.1
	Married	162	58.9
Education	Certificate/Diploma	2	0.70
	Bachelor's degree	30	10.9
	Master's degree	89	32.4
	PhD	145	52.7
	Other	9	3.30
Sponsor	Completely paid by Company/ University/college	66	24.0
	Partially paid by Company/university /College	51	18.5
	Research Grant	70	25.5
	Self-funded	88	32.0
Stay	1-2 days	56	20.4
	3-4 days	91	33.1
	5-6 days	76	27.6
	More than 6 days	52	18.9
Number of visits	1 time	155	56.4
	2 times	53	19.3
	3 times	28	10.2
	4 times	23	8.40
	More than 4 times	16	5.80

Assessment of the Measurement Model

An assessment of the measurement model was conducted. Factors involved in the PLS analysis of the measurement model include the composite reliability (CR) which plays the role of examining the internal consistency of items belonging to each construct, main loading and the Average Extracted Variance (AVE) which evaluates the convergent validity. To assess the qualities of the measurement models, the main loadings and reliabilities were calculated as well. Therefore, we expect the main loading to be at least 0.708. Also, a major part of the variance of each indicator can be clarified by a latent variable (Hair et al., 2014). In Table 2,

the main loadings belonging to all measurement items are presented. With an exception for SC3 which has a loading of 0.679 (above 0.50), all loadings are virtually higher than 0.708. The results display satisfactory CRs for constructs, with values larger than 0.70. Thus, for every construct, the internal consistency among the items is confirmed. Moreover, the mean value of the squared main loadings in regard to the construct is the AVE. In order to clarify more than half of the items of every construct, a value equal to 0.50 or higher for the AVE is acceptable (Hair et al., 2017). As shown in Table 2, the AVE values for all constructs are greater than 0.50 and, therefore, satisfactory.

Table 2: Measurement model of PLS (n=275)

Latent variable	Items	Loading	AVE	Cronbach's Alpha	rho_A	CR
Affective Commitment	AC1	0.864	0.787	0.864	0.864	0.917
	AC2	0.917				
	AC3	0.880				
Efficacy	E1	0.926	0.833	0.935	0.993	0.952
	E2	0.930				
	E3	0.887				
	E4	0.907				
Knowledge Sharing Behaviour	NSB1	0.888	0.782	0.930	0.935	0.947
	NSB2	0.911				
	NSB3	0.914				
	NSB4	0.897				
	NSB5	0.808				
Personal Branding	PB1	0.827	0.707	0.860	0.873	0.906
	PB2	0.888				
	PB3	0.891				
	PB4	0.749				
Self-Congruity	SC1	0.831	0.623	0.798	0.821	0.868
	SC2	0.859				
	SC3	0.679				
	SC4	0.776				
Social Networking	SN1	0.896	0.800	0.875	0.876	0.923
	SN2	0.904				
	SN3	0.884				

Note: As a result of the HTMT value being higher than 0.9, AC4 and AC5 were removed. AVE: Average Variance Extracted, CR: Composite Reliability, CA: Cronbach's Alpha.

Figure 2. PLS-Path analysis of R-square values (n=275)
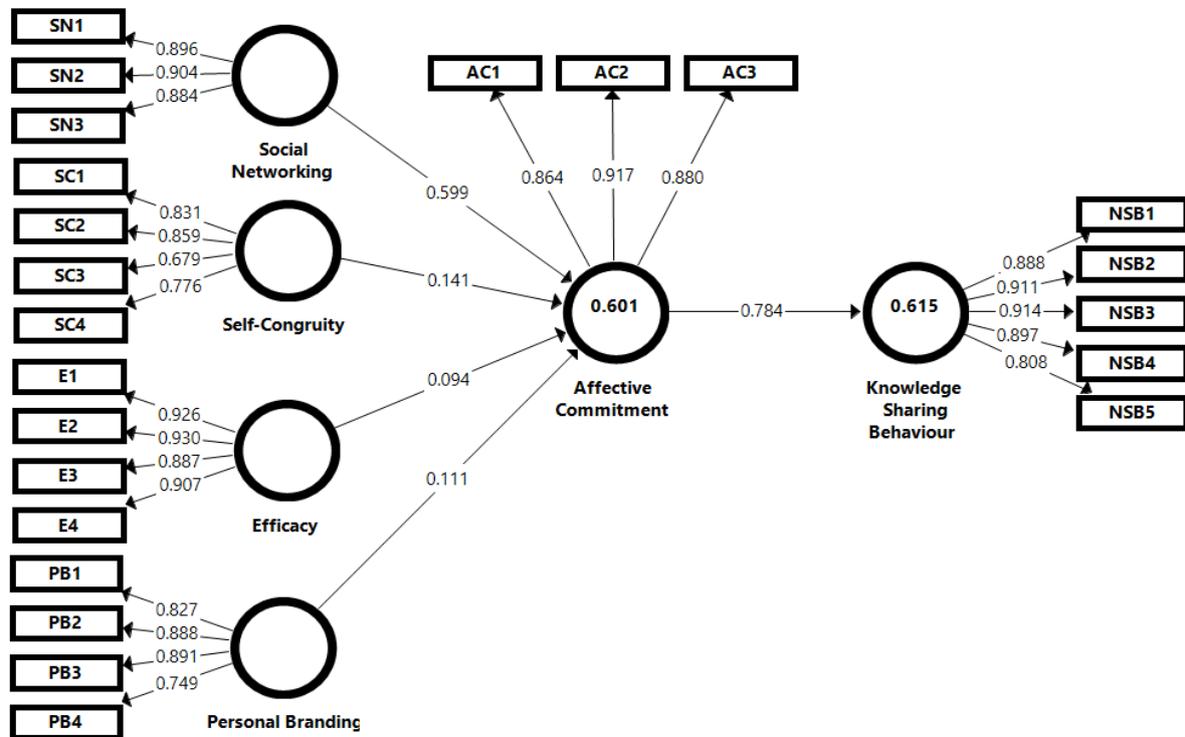
Discriminant Validity

As stated in recent studies, in particular conditions, the Fornell-Larcker criterion can be unreliable (Henseler et al. 2015). Therefore, the ratio of correlations within the constructs to correlations is indicated by the Heterotrait-Monotrait (HTMT) ratio. In regard to the traditional assessment which is proposed by Fornell and Larcker (1981), the HTMT ratio has recently been a notable criterion for comparison evaluation in between constructs. Towards the establishment of discriminant validity with the aid of the HTMT ratio, construct thresholds of HTMT.85 (Kline, 2015) and HTMT.90 (Gold et al., 2001) are presented via previous research. As a result of the HTMT value being higher than 0.9, AC4 and AC5 were removed. According to the evaluations made above, the model of convergent validity, reliability and discriminant validity was fit. Nonetheless, the HTMT ratio of 0.90 was used in this study in order to examine the discriminant validity. Based on the findings, the criterion for the HTMT ratio is met. The results of the evaluation of the discriminant validity of HTMT regarding the measurement model are displayed in Table 3.

Table 3: Discriminant validity of Heterotrait-Monotrait Ratio (HTMT) (n=275)

Construct	1	2	3	4	5	6
1. Affective Commitment						
2. Efficacy	0.129					
3. Knowledge Sharing Behaviour	0.871	0.088				
4. Personal Branding	0.636	0.228	0.641			
5. Self-Congruity	0.645	0.077	0.664	0.516		
6. Social Networking	0.864	0.069	0.875	0.682	0.720	

Model Fit

The degree in which a model can fit into a set of observations in relation to the model is indicated by the Goodness-of-Fit, as stated by Tenanhaus et al. (2005). A way to measure the estimated model fit in the study, as well as the observed correlation matrix, is via the standardised root means square residual (SRMR), which represents the average greatness regarding such variances. A suitable fit occurs when the SRMR is poor. Moreover, establishing the SRMR as the approximate model fit criteria is important. In order to achieve an acceptable fit for the PLS path model, as a proposal, an SRMR value of less than 0.08 is deemed to be necessary (Henseler et al., 2016). The corresponding value for SRMR which was obtained in this study is 0.051, a value less than 0.08. Therefore, this confirms that the result is an acceptable model fit. According to the SEM study, the Normed Fit Index (NFI) is another advised fit measure (Bentler & Bonett, 1980) which necessarily needs to be between 0 and 1. It is best for the NFI to be above 0.90, as NFI values of 0.90 or higher generally result in a better fit. In other words, the model fit becomes better as the NFI draws closer to 1. In this current study, an NFI value of 0.862 was produced by the data set, which is not particularly high but well above the level indicated by the threshold. The covariance matrix in relation to the root mean squared residual of the outer model residuals is signified by RMS_theta (Lohmoeller, 1989). This fit measure is valuable only for the assessment of reflective models. Building upon the outer model residuals, it is used to indicate the differences of values between the predicted and the observed indicators. A satisfying model fit can be confirmed from a Rms_theta between 0.10 to 0.17. Also, for a Rms_theta less than 0.12, a satisfying fitting is considered to occur (Henseler et al., 2015). Rms_theta's value in this study is 0.150 which confirms an acceptable model fit.

Direct Effects

In order to examine the relationship between dependent and independent variables, the output of Smart PLS is used in this study. Moreover, towards hypothesis testing, a bootstrapping technique with 5000 bootstrap resamples is applied. The structural model's path coefficients are measured and using bootstrap analysis with 5000 resamples, the structural model as well

as the significance of direct effects-path coefficients are evaluated. Also, values for one-tailed t-test of 1.645 (significant level = 0.05), 2.327 (significant level =0.01) and 3.092 (significant level =0.001) are employed (Hair et al., 2016). The path coefficients (β), their significant values and all other statistically important relationships are presented in Table 4. According to the results of the significant paths, it is evident that at p < 0.05 and p < 0.001, all hypotheses are supported. Based on the bootstrapping process, hypotheses H1, H2, H3, H4 and H5 are significant, as revealed by the coefficient values and t-values. According to the results displayed in Table 5, the range of the VIF values of the indicators is from 1.000 to 2.020, which proposes the absence of multicollinearity in the conceptual research framework. In reference to the Smart PLS outputs, this study's values for the effect size (f^2) are presented below. Cohen (1988) argues that values of 0.02, 0.15 and above 0.35 suggest "small", "medium" and "substantial" effect sizes respectively. Based on suggestions made by Cohen (1998) in Table 4, the values of f^2 in this study indicate substantial and small effect of dropping incentives from the model.

Table 4: Significance of direct effects- Path coefficients (n=275)

Hypotheses	Path	Beta value	SE	t-value	p-value	Result	VIF	f^2
H1	SN→AC	0.599	0.078	7.718***	0.000	Supported	2.020	0.445
H2	SC→AC	0.141	0.068	2.092*	0.018	Supported	1.622	0.031
H3	E→AC	0.094	0.046	2.045*	0.020	Supported	1.082	0.021
H4	PB→AC	0.111	0.054	2.056*	0.020	Supported	1.696	0.018
H5	AC→KSB	0.784	0.034	22.863***	0.000	Supported	1.000	1.595

Note: *p<0.05, t>1.645, **p<0.01, t>2.327, ***p<0.001, t>3.092 (one tailed); SE: Standard Error**;** the values of 0.02, 0.15 and more than 0.35 represent small, moderate and substantial rating.

Figure 3. PLS-Path analysis of t-values (n=275)
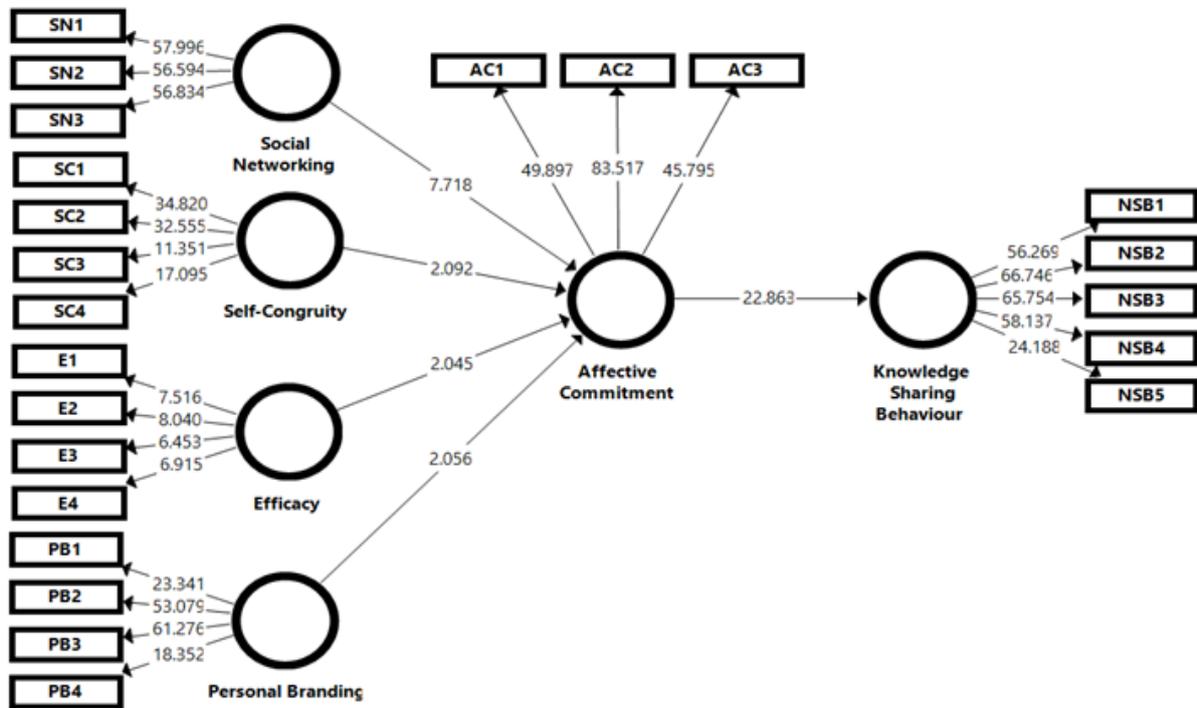
Specific Indirect Effects

A bootstrapping procedure with a resampling rate of 5000 is applied in order to test the hypotheses (Hair et al., 2017) from which the Beta value, t-values and p-values are gained. By means of a previously proposed hypothesis based on theoretical assumption, a hypothesis test is suggested on indirect relationships between four independent variables including efficacy, personal branding, self-congruity and social networking, as well as affective commitment as a mediating variable and knowledge sharing behaviour as a dependent variable. Hence, the result of specific indirect effects path coefficients is shown in Table 5. It signifies that affective commitment completely acts as an intermediary between efficacy, personal branding, self-congruity and social networking which are four independent variables as well as knowledge sharing behaviour as a dependent variable. Thus, hypotheses H6, H7, H8 and H9 were supported.

Table 5: Significance of specific indirect effects - Path coefficients (n=275)

Hypotheses	Path	Beta value	SE	t-value	p-values	Result
H6	SN → AC → KSB	0.470	0.076	6.167**	0.000	Supported
H7	SC → AC → KSB	0.111	0.050	2.202*	0.028	Supported
H8	E → AC → KSB	0.074	0.036	2.033*	0.042	Supported
H9	PB→ AC → KSB	0.087	0.042	2.062*	0.039	Supported

Note: *p<0.05, t-value>1.96, **p<0.01, t- value >2.58 (two tailed); SE: Standard Error

R² and Q² Values

The coefficient of determination R^2 of affective commitment in this study is 60.1% which indicates that efficacy, personal branding, self-congruity and social networking have the capability to explain 60.1% of affective commitment's variance. In addition, based on the R^2 value regarding knowledge sharing behaviour which is 61.5%, it can be implied that 30.5% of the variance in knowledge sharing behaviour is accounted for by affective commitment. With the size of R^2 as a criterion for predictive relevance, one can also apply the predictive sample reuse procedure as Q^2, according to Stone-Geisser (1974). This measure was additionally utilised by Henseler et al. (2009) in order to evaluate the research model's capability of prediction. A model's predictive validity is assessed by Q^2 through Smart PLS, on the basis of the blindfolding procedure. From a Q^2 value higher than zero, it can be implied that there is predictive relevance for the endogenous construct from the exogenous constructs (Fornell & Cha, 1994). Based on the values of Q^2 for affective commitment ($Q^2 = 0.442 > 0$) and knowledge sharing behaviour ($Q^2 = 0.446 > 0$) in this study, an excellent predictive relevance for the research framework can be concluded. The corresponding information is shown in Table 6.

Table 6: R-Square value and Q-Square value (n=275)

Endogenous Variable	R^2	R^2 Adjusted	Q^2
Affective Commitment	0.601	0.595	0.442
Knowledge Sharing Behaviour	0.615	0.613	0.446

Figure 4. Q-square- predictive relevance (MV) AC (Q^2=0.442>0); (DV) KSB (Q^2=0.446>0)
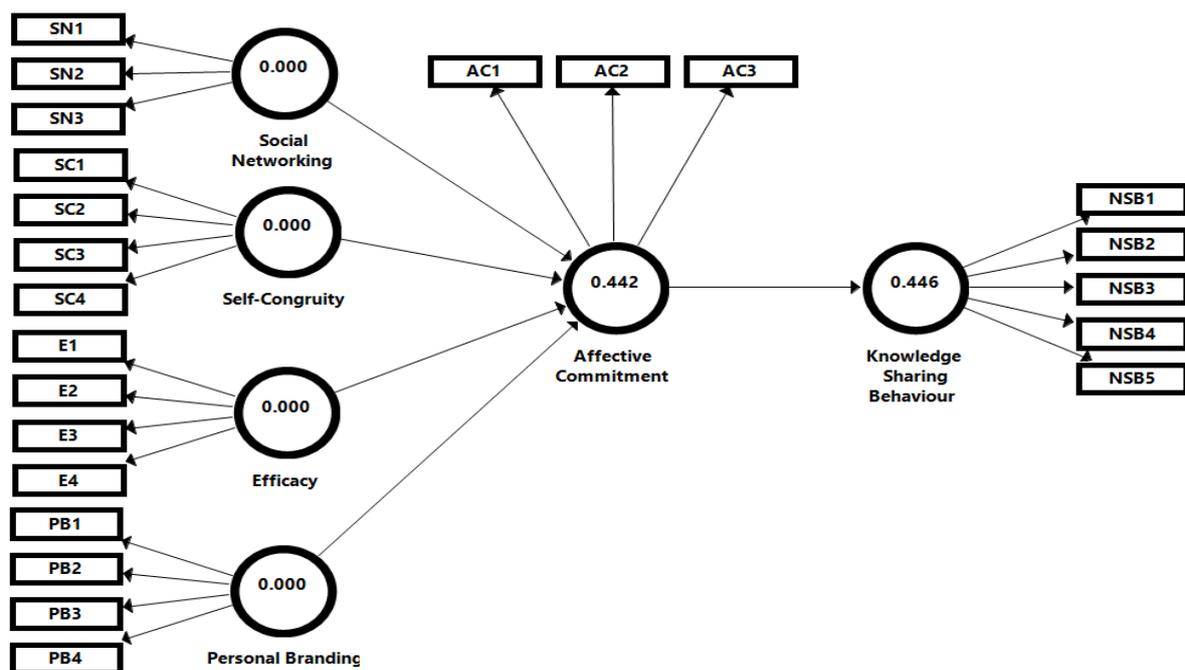
Discussion and Conclusion

A conceptual research framework was introduced in this study which justified corresponding relationships regarding the attendees' participation in knowledge sharing behaviour. Moreover, the mediating role of affective commitment was examined. As indicated in this study, all factors relating to the participation of attendees have positive and significant relationships with effective commitment. Specifically, in consistency with the empirical findings of Ryu and Lee (2012), this study proved the existence of a positive relationship between social networking and effective commitment. The findings continue to demonstrate that attendees with higher self-congruity possess a higher amount of effective commitment. Furthermore, there is a positive and significant relationship between efficiency and effective commitment. However, it is proven that there also exists a positive and significant relationship between personal branding and effective commitment (Karaduman, 2013). In agreement with the findings of Ma and Chan (2014), attendees possessing effective commitment are more willing to share knowledge with colleagues.

It is the responsibility of associations to design the environment of their conventions such that knowledge sharing is promoted in favour of the attendees. In order to strengthen relationships between attendees as well as their discovered value from having interconnections with others, current opportunities regarding knowledge sharing must be leveraged by those in charge of planning conventions. Feelings of isolation or dissatisfaction may be expereinced by people who encounter difficulties in sustaining knowledge sharing. As further opportunities for knowledge sharing with others is sensed by the attendees, satisfaction would be gained, and they would have the ability to broaden professional contacts in conventions.

Implications and Recommendations

Through further clarification of the relationship among factors regarding convention attendees toward knowledge sharing as well as their affective commitment to promote knowledge sharing, the current study contributes to research in knowledge management. The minimum of what this study offers includes a theoretical basis and empirical evidence of possible directions toward the prediction and clarification of knowledge sharing behaviour in regard to convention attendees. From a management-related standpoint, the comprehension and practice of convention attendees regarding knowledge sharing may be improved via the results of this study. A number of factors in particular were identified in this study which had a significant role in stimulating knowledge sharing behaviour in convention attendees. Also, implications in regard to these factors were discussed toward the formulation of organisational strategies in conventions which aims to promote and advance knowledge sharing.

Limitations of the Study

Despite the research-oriented nature of this study, a number of research limitations remain. In other countries or other types of conventions, the results of this study may be deemed inapplicable. Therefore, to confirm these findings further, it is advised for future studies to broaden this research via taking other countries into consideration. Moreover, larger samples from a larger population covering a wider area is recommended to be utilised. A second limitation in this research is that the attendees' behaviours regarding knowledge sharing as well as quality assessment from a more diverse set of standpoints cannot be clarified comprehensively by the Theory of Planned Behaviour which was used in this study. This is due to the fact that according to previous theoretical and empirical literature, behaviour intention is a complicated process involving various distinct factors.

Acknowledgements

REFERENCES

Ahn, T., Ekinci, Y., & Li, G. (2013). 'Self-congruence, functional congruence, and destination choice', *Journal of Business Research*, Vol. 66, No. 6, pp. 719-723.

Ajzen, I. (1985). 'From intentions to actions: A theory of planned behaviour. *In action control',* *Springer Berlin Heidelberg*, pp.11-39.

Ajzen, I. (1991). 'The theory of planned behaviour', *Organisational Behavior and Human Decision Process*, Vol. 50, No. 2, pp. 179–211.

Alananzeh, O., Al-Badarneh, M., Al-Mkhadmeh, A., & Jawabreh, O. (2019). 'Factors influencing MICE tourism stakeholders' decision making: The case of Aqaba in Jordan. *In Journal of Convention & Event Tourism*, Vol. 20, No. 1, pp. 24-43. Routledge.

Anuar, A. N. A., Ahmad, H., Jusoh, H., & Hussain, M. Y. (2013). 'Policy and tourism development strategy towards tourist friendly destination in Kuala Lumpur. *Asian Social Science*, Vol. 9, No. 2, pp. 166-180.

Awad, E. M., & Ghaziril, H. M. (2004). 'Knowledge Management', New Jersey: Pearson Education.

Bandura, A. (2010). 'Self-efficacy. *The Corsini encyclopedia of psychology*, pp. 1-3.

Beardsley, M., Jung, S., Kim, H., & Kim, Y. S. (2019) 'Tourism Experiences During a Convention: A Case Study from South Korea', *Tourism Analysis*, Vol. *24, No.* 1, pp. 81-86.

Bentler, P. M., & Bonett, D. G. (1980). 'Significance tests and goodness of fit in the analysis of covariance structures. *Psychological bulletin*, Vol. 88, No. 3, pp. 588.

Buchanan, B. (1974). 'Building organisational commitment: The socialisation of managers in work organisations. *Administrative science quarterly*, pp. 533-546.

Cohen, J. (1988). 'Statistical power analysis for the behavioral sciences (2nd ed.). *Hillsdale*, NJ: Erlbaum.

Correia, A., Kozak, M., & Reis, H. (2016).'Conspicuous consumption of the elite: Social and self-congruity in tourism choices. *Journal of Travel Research*, Vol. *55*, No. 6, pp. 738-750.

Crouch, G. I., Del Chiappa, G., & Perdue, R. R. (2019). 'International convention tourism: A choice modelling experiment of host city competition. *Tourism Management*, Vol. *71*, pp. 530-542.

de Vries, R. E., van den Hooff, B., & de Ridder, J. A. (2006). 'Explaining knowledge sharing: the role of team communication styles, job satisfaction, and performance beliefs. *Communication Research*, Vol. 33, No. 2, pp. 115- 135.

Demirtas, O., & Akdogan, A. A. (2015). 'The effect of ethical leadership behavior on ethical climate, turnover intention, and affective commitment. *Journal of Business Ethics*, Vol. *130*, No. 1, pp. 59-67.

Dong, Y., Bartol, K. M., Zhang, Z. X., & Li, C. (2017). 'Enhancing employee creativity via individual skill development and team knowledge sharing: Influences of dual-focused transformational leadership. *Journal of Organisational Behavior*, Vol. *38*, No. 3, pp. 439-458.

Fornell, C. & Cha, J. (1994). 'Partial least squares', in: R. P. Bagozzi (Ed.) Advanced Methods of Marketing Research (Cambridge: Blackwell).

Fornell, C. & Larcker, D. F. (1981). 'Structural equation models with unobservableariable and measurement error: Algebra and statistics. *Journal of Marketing Research*, pp. 382-388.

Gold, A. H., Malhotra, A., & Segars, A. H. (2001) 'Knowledge management: An organisational capabilities perspective', *Journal of Management Information Systems*, Vol. 18, No. 1, pp. 185-214.

Hadad, S. (2017). 'Knowledge economy: Characteristics and dimensions. *Management dynamics in the Knowledge Economy*, Vol. *5*, No. 2, pp. 203-225.

Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016) 'A primer on partial least squares structural equation modeling (PLS-SEM)', *Sage Publications*.

Hair Jr, J. F., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). 'Partial least squares structural equation modeling (PLS-SEM) An emerging tool in business research. *European Business Review*, Vol. 26, No. 2, pp. 106-121.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). 'A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2 ed.). *Thousand Oaks*, CA: Sage.

Han, H. (2014). The norm activation model and theory-broadening: Individuals' decision-making on environmentally-responsible convention attendance. *Journal of Environmental Psychology,* Vol. 40, pp. 462-471.

Han, H., & Hwang, J. (2017). 'What motivates delegates' conservation behaviors while attending a convention?. *Journal of Travel & Tourism Marketing*, Vol. 34, No. 1, pp. 82-98.

Han, T. S., Chiang, H. H., & Chang, A. (2010). 'Employee participation in decision making, psychological ownership and knowledge sharing: mediating role of organisational commitment in Taiwanese high-tech organisations. *The International Journal of Human Resource Management*, Vol. 21, No. 12, pp. 2218-2233.

Hashemi, S., Marzuki, A., & Kiumarsi, S. (2016). 'Determinants of Conference Service Quality as Perceived by International Attendees. *World Academy of Science, Engineering and Technology. International Journal of Social, Behavioural, Educational, Economic, Business and Industrial Engineering*, Vol. 10, No. 8, pp. 2533-2536.

Hashemi, S., Marzuki, A., & Kiumarsi, S. (2018a) 'Perceived Conference Quality', Quality Services and Experiences in Hospitality and Tourism (Bridging Tourism Theory and Practice, Vol. 9.

Hashemi, S., Marzuki, A., & Kiumarsi, S. (2018b). 'Perceived Conference Quality: Evidence from Malaysia. *In Quality Services and Experiences in Hospitality and Tourism*, pp. 165-180. Emerald Publishing Limited.

Henseler, J. & Fassott, G. (2009). 'Testing moderating effects in PLS path models: An illustration of available procedures', In: V. Esposito Vinzi, W.W. Chin, J. Henseler & H. Wang (Eds), Handbook of partial least squares: Concept methods and applications. Berlin: Springer.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). 'A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, Vol. 43, No.1, pp. 115-135.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). 'Testing Measurement Invariance of Composites Using Partial Least Squares. *International Marketing Review*.

Holste, J. S., & Fields, D. (2010). 'Trust and tacit knowledge sharing and use. *Journal of knowledge management*, Vol. 14, No. 1, pp. 128-140.

Hooff, B. v. d., & Ridder, J. A. d. (2004) 'Knowledge sharing in context: the influence of organisational commitment, communication climate and CMC use on knowledge sharing. *Journal of Knowledge Management,* Vol. 8, No. 6, pp. 117 - 130.

Hwang, Y., Lin, H., & Shin, D. (2018). 'Knowledge system commitment and knowledge sharing intention: The role of personal information management motivation. *International Journal of Information Management*, *39*, 220-227.

Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). 'The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, Vol. 18, No. 8, pp. 570-582.

Kankanhalli, A., Tan, B. C., & Wei, K. K. (2005) 'Contributing knowledge to electronic knowledge repositories: An empirical investigation', *MIS quarterly*, Vol. *29, No.* 1. Pp. 113-143.

Karaduman, I. (2013). 'The effect of social media on personal branding efforts of top-level executives. *Procedia-social and Behavioral Sciences*, pp. *99*, 465-473.

Kim, S., Lee, J. S., & Kim, M. (2012) 'How different are first-time attendees from repeat attendees in convention evaluation?', *International Journal of Hospitality Management*, Vol. *31, No.* 2, pp. 544-553.

Kline, R. B. (2015). 'Principles and practice of structural equation modeling', New York: Guilford publications.

Konar, R., & Hussain, K. (2018). 'Investigating the expenditure and experience of international conference delegates visiting Malaysia. *Journal of Global Business Insights*, Vol. *3*, No. 2, pp. 27-40.

Kucharska, W. (2017).'Consumer social network brand identification and personal branding. How do social network users choose among brand sites?. *Cogent Business & Management*, Vol. 4, No. 1, pp. 1315879.

Kucharska, W., & Dąbrowski, J. (2016). 'Tacit knowledge sharing and personal branding: How to derive innovation from project teams. *In Proceedings of the11th European Conference on Innovation and Entrepreneurship ECIE*, pp. 435-443.

Lee, J. S., & Back, K. J. (2009). 'Examining the effect of self-image congruence, relative to education and networking, on conference evaluation through its competing models and moderating effect. *In Journal of convention & event tourism*, Vol. 10, No. 4, pp. 256-275. Taylor & Francis Group.

Lee, M., & Back, K. (2007). 'Association members' meeting participation behaviors: Development of meeting participation model. *Journal of Travel & Tourism Marketing,* Vol. 22, No. 2, pp. 15–33.

Lohmöller, J. B. (1989). 'Predictive vs. structural modeling: PLS vs. ML. *In Latent variable path modeling with partial least squares*, pp. 199-226. Physica, Heidelberg.

Ma, W. W., & Chan, A. (2014). 'Knowledge sharing and social media: Altruism, perceived online attachment motivation, and perceived online relationship commitment. *Computers in Human Behavior*, Vol. *39*, pp. 51-58.

Mair, J., & Thompson, K. (2009). 'The UK association conference attendance decision-making process. *Tourism management'*, Vol. 30, No. 3, pp. 400-409.

Meyer, J. P., & Allen, N. J. (1984). 'Testing the" side-bet theory" of organisational commitment: Some methodological considerations. *Journal of applied psychology*, Vol. *69, No.* 3, pp. 372-378.

Meyer, J. P., Allen, N. J., & Gellatly, I. R. (1990). 'Affective and continuance commitment to the organisation: Evaluation of measures and analysis of concurrent and time-lagged relations. *Journal of applied psychology*, Vol. 75, No. 6, pp. 710-720.

Papavlasopoulou, S., Giannakos, M. N., & Jaccheri, L. (2017). 'Empirical studies on the Maker Movement, a promising approach to learning: A literature review. *Entertainment Computing*, Vol. 18, pp. 57-78.

Podsakoff, P. M., MacKenzie, S. B., Paine, J. B., & Bachrach, D. G. (2000). 'Organisational citizenship behaviors: A critical review of the theoretical ad empirical literature and suggestions for future research. *Journal of management*, Vol. 26, No. 3, pp. 513-563.

Rogers, T., & Davidson, R. (2015). Marketing destinations and venues for conferences, conventions and business events', Routledge.

Ryu, K., Lee, H. R., & Gon Kim, W. (2012). 'The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International journal of contemporary hospitality management*, Vol. 24, No. 2, pp. 200-223.

Ryu, S., Ho, S. H., & Han, I. (2003). 'Knowledge sharing behaviour of physicians in hospitals. *Expert Systems with Applications*, Vol. 25, pp. 113–122.

Stone, M. (1974). 'Cross-validatory choice and assessment of statistical predictions. *Journal of the Royal Statistical Society*. Series B (Methodological), pp. 111-147.

Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS path modeling. *Computational statistics & data analysis*, *48*(1), 159-205.

Welthagen, L. C. (2019). 'A conceptual framework towards conference tourism competitiveness', (Doctoral dissertation, North-West University (South Africa). Potchefstroom Campus).

Yang, F. X. (2017). 'Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions: the moderating role of technology acceptance factors. *Journal of Hospitality & Tourism Research*, Vol. 41, No.1, pp. pp. 93-127.

Yoo, J. J. E., & Zhao, X. (2010). 'Revisiting determinants of convention participation decision making. *Journal of Travel & Tourism Marketing*, Vol. 27, No. 2, pp. 179-192.