

# [4theory certain ways. the idea was revised from](https://assignbuster.com/4theory-certain-ways-the-idea-was-revised-from/)

4Theory of Planned Behaviour (TPB) The Theory of Planned Behaviour (TPB) isessentially an extension of the Theory of Reasoned Action (TRA) thatincludes measures perceived behavioural control (Ajzen, 1991) TPB defines theindividual’s intention to perform a given behaviour. Intentions here in areassumed to capture the motivational factors that derive the individualbehaviour in terms of their effort, willingness to perform the behaviour(Ajzen, 1985, Ajzen, 1991). 4In TPB, the assumption might be when the stronger the intention AttitudeSubjective Norms Intention to Knowledge Sharing Knowledge SharingBehaviour to engage in behaviour, the more likely should be its performance(Ajzen, 1991). The intention should be clear and precise so as to know thedirection of what the individual wants to get and therefore reflects what theindividual behaviour that is decided to perform in certain ways. The idea wasrevised from TRA that believes the intention of individual behaviour isinfluenced by the attitude, social norms, and additional new dimension asintroduced by Ajzen (1991) is perceived control behaviour (PCB).

Most of the5theories on the subject of cultural diversity within organisations bring uppositive outcomes and negative outcomes. It further implies that how theseare managed affects which one of these are enhanced (Parekh, 2001). However, for the management of cultural diversity to have positiveoutcomes, the people that are involved need to participate a great deal inmaking the situation work(Cox and Blake, 1991, Dass and Parker, 1999). The5individual factor is an aspect that is missing from the theories that arefound about cultural diversity. If everybody involved in an organisation aredetermined in the belief that “ my way is the best way” it is difficult to managethe situation to create positive outcomes