

# **The Effect of Knowledge Hiding on Individual Creativity: Dyadic Studies in Educational Background**

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## ABSTRACT

The phenomena of knowledge hiding can occur in all areas, including in the educational background. Knowledge hiding is often viewed from one side. Knowledge hiding phenomenon that is generally only seen from a unidirectional perspective, from the perspective of someone who is doing knowledge hiding. Knowledge hiding behavior not only has an impact on the target but also on the knowledge hiding actor. This study uses the dyadic method to see the effect of knowledge hiding on individual creativity more comprehensively. This research is built on two theories, namely resource-based view, and absorptive capacity. A total of 238 respondents participated in this study. The results show that knowledge hiding has a significant effect on individual creativity dyadic.

*Kata Kunci: Knowledge Hiding, Individual Creativity, Resource Based View, Absorptive Capacity, Dyadic Study*