Impact of Social Media Networking on Employees' Productivity

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Abstract

Success of any organizations depends on the efficiency of employees. Organizational success generally will determined by employees who believed as you of the main belongings of any group because they are with the capacity of creating value and permit organizations have a lasting competitive benefit. According to the "Social Media and workplace 2012 Report", the top-line finding that jumped out at me was this: 75 % of workers access social media on the job from their personal mobile devices at least once a day, and 60% access it multiple times a day. Many people comment on many aspects about this statement. However, when considering the IT industry, 71% of organizations block social networks in their organizations because they think that the employees spend more and more time on social media engaging in non-work related activities. So there is different ideas populated in the society and some surveys says that there is impact between social media networking and the employees productivity and some other surveys saying that is no impact between social media networking and the employees productivity. So there is a research gap between these two ideas. Therefore, this study designed to find impacts of social media networking on employees productivity and to find that what is the optimum level of social media networking impact to the employees productivity and to find that the reasons for social media networking in the working hours. The objectives of the study are to find out the Optimum level of social media networking, impact on employees productivity to identify the impacts from social media network to the Employees productivity and to identify the main social media sites which used to access in IT Industry and the reasons for accessing in working hours. Pilot survey conducted after making a rough questionnaire that constructed by extracting questions from recognized questions distributed among two organization of sample population and feedbacks and comments taken to adjust the questionnaire. Primary data gathered using surveys, interviews, and direct observations.

Keywords: Employment, Social Media, Productivity