

Impact of Social Networking on Employee Performance: A Case Study of Madhya Pradesh India

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Abstract: The social networking site (SNS) seems to be the 'Mantra' that affects the performance and productivity of employees at their working place. The purpose of the study is to investigate the relevance of collaborative technology such as social networking site to employee productivity and examines whether social networking is capable of increasing the levels of employee performance and satisfaction. In the study it was discovered that the use of social networking site at work place helped employees improve their productivity but some studies also reported the opposite, hence the organizations should take this seriously while making their policies for their employees.

Keywords: Social networking sites (SNS), Employee satisfaction, Employee performance, employee productivity and working place.

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I. Introduction

Presently, various social networking sites are available online across the globe where, any individual or groups, may connect through internet, and exchange the various type of information's whether intentionally or unintentionally or for recreation purpose or for formal or informal views exchanges etc.

The social networking site such as Facebook, twitter, LinkedIn, Gmail and online chat applications now have altered the entire process chain where one can enter into and may bring changes in their private life, as well as in businesses too.

The employees of any organization can connect with social networking site and start communication with their friends, family members and with their organization for example Facebook has millions of users all over the world, where Europe has the highest users followed by Asia, the gender wise users as reported, females are more than males one about more than half users out of total are connected through mobile phone. This report clearly indicates the increasingly popularity of social networking sites among users and are still attracting thousands of new users daily.

Broadly, stating that social networking sites are computer-generated platforms through which social relations are made by users. It can also be defined as web-based services that allow employees to make their profile and get connected with common people, consumers, friends, fallows in the organization and their boss in the organization for reporting work output instantly.

II. Literature Review:

Any activities where human being shares stories, information to know each other and influence others can be considered social-networking Nicholson (2011). Social networking such as Facebook, tweeter, linkdin, Instagram and other chat sites are big platform available, which could be taken for doing such activities.

According to Greenwald (2009) and Deloitte (2009), 55% of employees visit social networking site at least once a week, with this percentage of employees using social networking sites the employer organizations should also take a look into this matter while measuring the productivity, of their organization development.

In a related development AT&T, a company that sells internet connection services, conducted an independent survey of 2500 employee in five European countries. The survey reveals that 65% social networking sites made them more efficient worker while 46% made them more creative and 38% made them more knowledgeable with solutions to problems, 36% allowed them to collect knowledge about employees and customers 32% social networking sites created team building opportunities. Employees also reported that social networking has become part of the culture of their workplace. (AT&T 2008)

According to the Wilson(2009), the social networking sites is the quickest way to collect information to find new business opportunities, new group of like-minded individuals and companies and new sources of industry specific wisdom, advice and expertise.

Social networking sites authorize organizations to store and transmit information of different marketing strategies and procedure, Wilson (2009) also noted that "a logical extension of this is to employ people to spend

their entire day maintaining the sanctioned organization presence on various social networking sites activity as an organizations voice”.

Few employees also uses the social networking sites for recruitment process to reduce their recruiting cost and bunch of curriculum vitae (CV) generated by job boards can also lessen . A survey conducted for career builder.com, found 45% of employers were utilizing social networking sites to screen potential employees. Eisele (2006) also revealed in his study about how the use of web-based solutions are useful in the recruitment processes of 67% organizations in Germany. Cober et al,(2001), Lee(2005) also reported that the use of e-recruitment methods reported the hiring cost about 87% in comparison to common traditional recruitment tools like newspaper, thus it is the accepted fact that the use of social networking sites for recruitment process can make outstanding impact towards the reduction of recruitment of cost and to increase employee productivity as well.

Despite the positive impact of social networking sites to the organization and their employees, the following challenges and risk are also be faced by the organization and employee both. (Wilson, 2009)

1. Perceived loss in staff productivity
2. Data leakage from staff gossiping
3. Damage to a business’s reputation
4. Scam practiced by cyber crooks
5. Open access to organization information due to outdated passwords

The Krasner (2007), posted an issue anGoogle’s health advertising blog regarding her negative view of Michael Moore’s health care movie “sicko” this issue imputes a lot of criticism and attention through Google users ground the world. But in the end, they admitted that the internal review of issue failed to distinguish before its posting in the company blog. Hence this kind of employee’s behaviour could damage the company’s reputation. In another case 13 cabin crew of virgin Atlantic Airplane were fired after they posted disrepute message about the safety standards of airplane and insulting passenger using social networking. Quinn and Peacock, (2008) noted that employers worry that staff are wasting time on websites during the work hour, weakening productivity and increasing security risk to the company by sharing data externally. Benzie (2007) reported that many employers bans using social networking sites during work hours, nevertheless unproductive employees find way to be unproductive without using internet as well as social networking sites.

According to the statistics of Facebook for 2012, there are 250 million “photos” uploaded daily, 2.7 billion “likes” everyday and 37 million pages with 10 plus likes, Fach (2012), given this immense number of personal information may eventually lead in the hand of criminals or culprit employers who may cause harm to the employees and family members.

Generally, the productivity of an employee is measured interm of labour hours spent by him/her on the given task. Bernolak (1997:204) explained, the productivity as how much and how well employee produces from the given resources. Basically, employees are of two types, blue collard and white-collar, the blue-collar employees are considered the backbone of any organizations ISTAT (2010) conducted a survey, where it is found that 48% of blue-collar employees were uneasy when exposed to computing site unlike 85% white-collar employees who found the opposite.

Durant (2010) reported that the corporate vice president of office product management group submitted a post “Productivity+ social networking= goodness for the workplace”.

In it if influenced in a different way, social networking can help organization be more productive and employees in the workplace form a group that fosters a culture of diversity respect and openness. It facilitates organization with the incredible knowledge and information that need to stay on top of business industry. (Breakenridge 2010)

Before beginning of this case study following literature have also been reviewed which are as such

1. ResearchGate journal, Aug, 2013
2. Cafra (R.B.I), Aug, 2014
3. R.B.I Annual Report, 2018-2019
4. Journal of economics and business administration
5. JIBC Aug, 2013

The detail of these journals/articles/reports have been mentioned under the heading “references”.

III. Study field and Methodology:

This study field covers the private banks employee that is ICICI, HDFC and Axis banks of Madhya Pradesh state region. As per data available with the websites of respective selected private banks, ICICI banks has 255 branches including urban, semi urban and rural branches, and employees strength is approximately 2320, HDFC bank has 165 branches including urban, semi urban, and rural with employees strength approximately 2650 and Axis bank has 185 branches including urban, semi urban and rural with employee strength approximately 2550.

The total number of employees are 7520 (including ICICI, HDFC and Axis banks) out of these, employees. only 25% of these that is 1880 employees contacted through their email/WhatsApp for the study. Most of the employees contacted belongs to urban/semi urban branches, the reply received is about 478 which is almost 25% of 1880 employees contacted so far.

The questionnaire sent to the 1880 employees through their e-mail id's/ WhatsApp contains following questions to which reply received.

1. Do you have active participation with any social networking site?
2. What is your timing of participating with social network sites?
3. Do you think that your participation with social networking site affect your working performance during banking hours?
4. Are your superiors at work place promote your participation with social networking sites or depromote?
5. Do you think that by participation with social networking site, your working performance with productivity increases?

IV. Result and Discussion:

After the analysis of the replies recieved the following result has been obtained

1. 94% employees are connected with social networking sites
2. 68% employees connect with social networking sites in working hour with time interval
3. 89% employees agreed that social networking site affect the work at working place and working hours.
4. 95% employee said that our superior officer never ban on using social networking sites provided scheduled productivity must be achieved within time frame.
5. 93% of employee agreed that by using social networking sites, even during working hour, increases the productivity and performance.

The methodology adopted for the said study, clearly shows that the employees performance and productivity increases considerably while they are using social networking site during working hour at their working places, although the employers never imposes ban on using social networking sites, instead suggest that the given task must be completed within scheduled time frame and the employees takes suggestion happily and completes the task before time.

V. Conclusion:

This study undertaken to explore the reality that by using of social networking sites by the employee of any organization, really impacts the performance of employee or not. And the study ultimately reveals that the overall impact of social networking sites on the performance of employee is positive subject to its limited use not to succumb to it by the employees. The limited use means take care of network security breaches, business information leaks, legal liability and bandwidth cost.

To maximize the performance and productivity within the organization the employers needs to implement policies and strategies to facilitate the uses of social networking sites among employees well.

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