A STUDY ON SOCIALNETWORKING AND ITS EFFECT ON JOB SATISFACTION AND PRODUCTIVITY

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ABSTRACT

Social networking sites are one of the essential tools that play an important and beneficial role in organisation. It helps in promotion, collaboration and co ordination within work groups which helps in supporting the exchange of information between cross functional, hierarchical or geographic boundaries. In order to maintain a strong networking culture and to be benefited positively from both organizational and individual levels, the managers and the employees should expand the informal network within and outside the organization.

The purpose of the study is to analyse the effect of social networking sites on to employee's job satisfaction and productivity. it also helps as to understand the existing relationship between social networking sites and employee performance. The data is collected from hospitality organisations.Through this study there is an analysis on the factors like,Effect of social networking sites on employees productivity ,Impact of social networking sites on employee job satisfaction.Influence of social networking sites on employee morale.Impact of social networking sites on employees attitude.The contribution of social networking sites towards employee commitment.

The data is collected through convenient sampling from employees of various hotels.
The result of the study proves that there is a positive relationship between social networking sites and employee productivity.

Key Words: Social Network , Job Satisfaction, Employee Performance

INTRODUCTION

Social Networking

The rise in popularity of social networking sites has led social networking to become a global phenomenon. Social media sites in the internet today are used more frequently than the physical participation of individuals in

a communication. Social networks are modes of individual, group, organizations that tie one or more types of interdependencies which include social contacts, shared visions, joint membership in organizations etc.

It is a social structure which benefits both individual and enterprise. However many enterprises today are still sceptical about whether or not to permit their employees access to social networking sites and their applications, and if they do grant access they worry about the implications of allowing them to access these sites in terms of time spent on these social networking sites and using the application. However such enterprise should understand that there are benefits in using social networking sites and application in the workplace which not only benefit the employees but also the enterprise as a whole.

Productivity

A measure of the efficiency of a person, machine, factory, system, and so., in converting inputs into useful outputs. Productivity is computed by dividing average output per period by the 23 total costs incurred or resources (capital, energy, material, personnel) consumed in that period. Productivity is a critical determinant of cost efficiency.

Employers have had to deal with issues concerning employees Internet use via organizational information and communication technology (ICT) infrastructure. Thus, it has become an accepted practice for employees to use social media internally and externally to achieve organizational outcomes. In the organizational context the problems associated with online social networking (ONS) technology as well as the nature of the content on such sites present employers with a dilemma. Many organizations effectively employed acceptable use policies combined with other defense technologies to manage Internet access and use.
On the other hand, the opportunities that ONS can present to organizations should be investigated in order to make informed decisions before simply discarding this type of communication and collaboration technology .Similar to other organizations, tertiary education institutions apply and benefit from various communication and collaboration technologies.

LITERATURE REVIEW

With massive importance being given to the concept of social network analysis in the recent times, a lot of scholarly works are being conducted by prominent authors and business professionals in this regard.

Miller and Monge, (1986) state that Job satisfaction increases productivity through bringing high quality motivation and through increasing working capabilities at the time of implementation .Blinder (1990) states that profit sharing programs are more effective when combined with employee participation in management. By allowing worker input into developing the mission statement, establishing policies and procedures etc, you can improve communication and increase morale and satisfaction.

The business world has witnessed a profound proliferation in the use of social networks. Likewise, the use of the social media has grown substantially over the last decade, and the use of these new web-based technologies for work related activities has been a major part. In the business world , social media has become a form of communication among many business professionals as companies are using it to connect and collaborate with others in their organizations. Golder et.al (2007) identify three basic types of social networking websites used by individuals at work and these include free for all social websites(Face book, Myspace, Ning and Friendster; professional websites (LinkedIn, Fast Pitch, and Plaxo) and industry specific websites (like I- Meet).

Face book and Whatsapp, in particular, have become the most popular social network site. Researches by Barker reveal that mobile telecommunications, media and leisure companies offer access to the majority of its workers, so as to use new technologies. This is corroborated by a survey in the UK of mobile telecommunications companies which found that many workers had access at work to social networking sites such as Face book and MySpace and Twitter. According to Bell et al .., (2008), in terms of time spent on social media sites, 80 percent of respondents admitted accessing these sites while at work and respondents spent over an hour or more per day.

Employee productivity:

Productivity is something that depictsperformance measure including both efficiency and effectiveness. Thus it is important to identify a productive employee.

High performing and effective organizations have a culture that encourages employee involvement. According to (Miller K.I, 1986) job satisfaction increases productivity through brining high quality motivation and through increasing working capabilities at time of implementation. Participation has a strong effect on both job satisfaction and productivity, but its effect on satisfaction is somewhat stronger than on productivity.Employee productivity (sometimes referred to as workforce productivity) is an assessment of the involvement, commitment and efficiency of a work force or an employee.

According to (Hudson, 2015), practices that are meant help employees better manage their work and non-work times are called in the literature as work-family policies, family-friendly or family-responsive policies. In recent years, the term "work-life balance" has replaced what used to be known as "work-family balance".From the very beginning it is important to understand that work-life balance does not mean to devote an equal amounts of time to paid work and non-paid roles; in its broadest way, is defined as a satisfactory level of involvement between the multiple roles in a person's life.

To understand work-life balance, it is important to be aware of the different demands upon employees and their personal resources like time and energy that they can address with them. By this consciousness, it can be

reviewed and value the choices in terms of how one can allocate the resources. Such conscious decision-making provides a sense of control over the working arrangements in order to better accommodate other aspects of the lives, while still benefiting the organization.

OBJECTIVES:

The objective of this study is to analyse social network and its effect on job satisfaction and employee productivity

i. To examine the effect social networking sites on employee productivity.

ii. To evaluate the impact of social networking sites on employee job satisfaction

iii. To analyse the influence of social networking sites on employee morale

iv. To identify the impact of social networking sites on employees attitude

v. To understand the contribution of social networking sites towards employee commitment.

NEED FOR STUDY: This Study help us to understand the effect of social networking sites towards job satisfaction and productivity of employee towards the organizational growth and development, whether the factors under networking and employee productivity have relation.

SCOPE OF STUDY: The purpose of this study is to find out the influence of networking sites on employee productivity. The suggestions and opinions collected from the employees are valuable information, which will help us to understand the effect and impact of social networking sites for a productive employee.

STATEMENT OF THE PROBLEM: To study on the negative impact of social networking sites towards productivity and job satisfaction in the work place

METHODOLOGY

Research design is descriptive in nature the sampling technique used is convenience sampling. Sample frame for the study used 150. 100 respondents were used for collecting the data

DATA COLLECTION: The source of data used is primary data and secondary data. Primary data was collected through well-structured and designed questionnaire. The questionnaires extract a broad range of information. Secondary data were collected from various sources. Statistical software: spss

ANALYSIS AND INTERPRETATION OF DATA

Correlations:

Objective 1: To analyse the effect of social networking sites on employee productivity.

Hypothesis: There is no positive correlation between social networking sites and employee productivity.

Correlations

		SOCIAL NETWORKING SITES	EMPLOYEE PRODUCTIVITY
SOCIAL NETWORKING SITES	**Pearson Correlation**	1	**.627***
	Sig. (2-tailed)		.067
	N	100	100
EMPLOYEE PRODUCTIVITY	**Pearson Correlation**	**.627***	1
	Sig. (2-tailed)	.067	
	N	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

From the above table of correlation it can be seen that there is a significant positive correlation between social networking sites and employee productivity which is significant at 0.05 levels, thus null hypothesis is rejected. Thus can be proceeded to regression.

Regression:

Regression						
SOCIAL NETWORKING SITES	**R**	**R Square**	**B**	**Beta**	**T**	**Sig.**
	0.427	**.183**	0.276	0.427	3.793	0.001

From the above table it can be said that, R-simple correlation; 1 unit change in social networking sites in organization will lead to .183 unit change in employee productivity. 18.3% of employee productivity depends on social networking sites in the organization.

Objective 2: To evaluate the impact of social networking sites on employee job satisfaction.

Hypothesis: There is no positive correlation between social networking sites and job satisfaction.

Correlations

		social networking sites	JOB SATISFAC TION
SOCIAL NETWORKING SITES	**Pearson Correlation**	1	.195
	Sig. (2-tailed)		.362
	N	100	100
JOB SATISFACTION	**Pearson Correlation**	.195	1
	Sig. (2-tailed)	.362	
	N	50	50

From the above table of correlation it is seen that there is no significant correlation between social networking sites and job satisfaction at 0.05 level, thus null hypothesis is accepted.

Objective 3: To analyse the influence of social networking site on employee morale.

Hypothesis: There is no positive correlation between social networking and employee morale

Correlations

		SOCIAL NETWORKING SITES	EMPLOYEE MORALE
SOCIAL NETWORKING SITES	Pearson Correlation	1	.058
	Sig. (2-tailed)		.787
	N	1	100
EMPLOYEE MORALE	Pearson Correlation	.058	1
	Sig. (2-tailed)	.787	
	N	50	50

From the above table of correlation it is seen that there is no significant correlation between social networking sites and employee morale at 0.05 level, thus null hypothesis is accepted

Objective 4: To identify the impact social networking sites on employees attitude.

Hypothesis: There is no positive correlation between social networking sites and employee's attitude.

Correlations

		SOCIAL NETWORKING SITES	EMPLOYEE ATTITUDE.
SOCIAL NETWORKING SITES	Pearson Correlation	1	-.059
	Sig. (2-tailed)		.785
	N	24	24
EMPLOYEE ATTITUDE.	Pearson Correlation	-.059	1
	Sig. (2-tailed)	.785	
	N	50	50

From the above table of correlation it is clear that there is no correlation between social networking sites and employee attitude thus null hypothesis is accepted.

Objective 5: To understand the contribution of social networking sites towards employee commitment.

Hypothesis: There is no positive correlation between social networking sites and employee commitment.

Correlations

		SOCIAL NETWORKING SITES	EMPLOYEE COMMITMENT
SOCIAL NETWORKING SITES	Pearson Correlation	1	.060
	Sig. (2-tailed)		.781
	N	24	24
EMPLOYEE COMMITMENT	Pearson Correlation	.060	1
	Sig. (2-tailed)	.781	
	N	50	50

From the above table of correlation it is clear that there's no significant correlation between social networking and employee commitment at 0.05 level, thus null hypothesis is accepted

CONCLUSION

Social networking plays an important role in improving employee productivity in the organization. There are various factors like employee commitment, attitude, morale, job satisfaction which is influenced by social networking sites in the organization. It helps them in solving business problems and helps them to have better connectivity in inter and intra departmental relationships. Flexibility and adaptability through social networking sites will lead to better productivity in every organization. Through networking employees gets motivated in the working environment. Social networks de-layer organizations and reduce functional boundaries and increase coordination. However, while organizations are moving to network forms through joint ventures, alliances and

other collaborative relationships, executives generally pay little attention to assessing and supporting informal networks within their own organizations. This research suggests that social networking can be effective in

- Raising employee productivity and job satisfaction;
- Promoting collaboration and co ordination within work groups;
- Supporting the exchange of information between cross functional, hierarchical or
- Geographic boundaries; and
- Ensuring integrated work effort by supervisors, peers and subordinates

By analyzing the social network present in organizations and relating them to job satisfaction and performance, managers can systematically assess and support strategically important collaboration and other business decisions. Much work of importance is increasingly

Accomplished collaboratively through informal networks. As a result, assessing and supporting strategically important informal networks in organizations can yield substantial performance benefits. In addition, network relationships are anchoring points for employees, whose loyalty and commitment may be more to sets of individuals in their network than to a given organization.

Findings

1. This research brings into light the social networks present in organizations. It also shows in perspective how social networking impacts job satisfaction and productivity.

2. 1 unit change in social networking sites in organization will lead to .183 unit change in employee productivity. 18.3% of employee productivity depends on social networking sites in the organization

3. No significant correlation between social networking sites and job satisfaction at 0.05 levels.

4. No significant correlation between social networking sites and employee morale at 0.05 levels.

5. That there is no correlation between social networking sites and employee attitude . that there's no significant correlation between social networking and employee commitment at 0.05 level

6. the factors of social networking, the mean value of each questions answer is in between disagree and strongly agree, that means the employees are experiencing sufficient amount of work productivity. And they are happy with the use of social networking sites which helps them in solving business problems and better connectivity through which employees are able to contribute more productively to the organization.

7. The factors of employee productivity, the mean value of each questions answer is in between disagree and strongly agree, that means the employees are having a good amount of productivity towards the organization because of the use of social networking sites.

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