



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

SOCIO ENVIRONMENT COMPENDIUM

VOLUME 4(1), 2021

eISSN: 2636-9656

2021

-SOCENTIUM-
keeping you informed

FACULTY OF BUSINESS AND
MANAGEMENT
UNIVERSITI TEKNOLOGI MARA



THE EFFECT OF SOCIAL MEDIA USAGE ON EMPLOYEE JOB PERFORMANCE

**The Romanian Journal of Information
Technology and Automatic Control
(RRIA)**

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LET'S GET TO KNOW

ABOUT

Organizations currently performing in highly competitive environments are increasingly interested in adopting advanced technologies for their business operations. One of the places where technologies are widely used is social networking platforms, more commonly known as social media. Social media is not only used for entertainment and socialization but also used for business purposes in many organizations. However, knowledge about the impact of the use of social media on employee job performance is limited. Social media is all about awareness and connection, and presently social media seems to be a tool that affects the job performance of the employee in the workplace. The new media is growing so fast that it makes it imperative for employees to embrace the medium. The purpose of the study is to investigate the effects of social media usage on employee job performance.

DESIGN/METHODOLOGY/ APPROACH

The study is limited to the effects of social media usage on employee job performance among employees in one of the biggest and most successful publishers in Malaysia. The study evaluates the most popularly used social media among employees and examines whether social networking is capable of increasing the levels of an employee's job performance. The study uses IBM SPSS Statistics Version 21 to analyze the data. Survey data are collected from 305 respondents through the simple random sampling technique.

FINDINGS/EXPECTED FINDINGS

It was discovered that the use of social media at work helped employees to improve their performance.

ORIGINALITY/VALUE/ CONTRIBUTION

Organizations should comprehend about social media in order to set appropriate policies at the workplace.

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