

UNIVERSITI TEKNOLOGI MARA

**NEW MEDIA ADOPTIONS AND
ORGANISATIONAL
CITIZENSHIP BEHAVIOURS
AMONG CORPORATE
COMMUNICATION
PRACTITIONERS**

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as reference work. This thesis has not been submitted to any other academic institution or non- academic institution for any degree or qualification.

I hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Industry 4.0 is a name for the current trend of an automation and data exchange in manufacturing technologies. It includes cyber-physical systems the internet of things (IoT), cloud computing and cognitive computing. The readiness of the people in organisation is at critical stage in order to run the organisation smoothly. This study aims to explore the acceptance and use of new media among corporate communication practitioners and to examine the influence on organizational citizenship behaviour. The study employs quantitative methodology of cross sectional – correctional survey. A set of questionnaires containing 4 sections measuring all instruments in the study were conducted on 268 corporate communication practitioners. Off 268, 62 males and 206 females selected using stratified random sampling among corporate communication practitioners working with MNC's in Malaysia. For data analysis, SPSS statistical software was utilized for preliminary data processing and Structural Equation Modelling (SEM) of AMOS was used for exploratory data analysis and multi-correlational analysis. There are 16 hypotheses developed in the study. All hypothesis is accepted due to its significance. However, further findings lead to 3 constructs to be dropped due to its fitness in full CCNA model [NMEE, CCSB & OCB]. Testing on the three mediators [NMPE, CCUB and CCSB] is partially mediate between the two variables. Demographical factors [Gender, age, working experience & level of Education] moderate the relationship in the full model. Therefore, the final contributions of Corporate Communication New Media Acceptance (CCNA) model consist of five final constructs [NMSI, NMFC, NMPE, CCBI & CCUB]. The CCNA model are expected to assist corporate communication practitioners in improving their performance as well as towards Ministry of Higher Education in revising the structure by highlighting the importance of new media & Ministry of Human Resource will benefit from the study to increase company efficiency, productivity and contribute to high gross domestic profit (GDP) and policy amendment based on current demand and new media usage in industrial practices moving forward in fulfilling industry 4.0.

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