EXPLORING THE EFFECT OF SOCIAL MEDIA USAGE AND ORGANIZATIONAL GOVERNANCE POLICY STRUCTURE ON EMPLOYEE PERFORMANCE

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Abstract

Social media in this modern era is an essential factor which is used to establish communication among individuals and organizations which has transpired into a media which has proven to provide more essential benefits to employee development and improvement. IT organizations mainly utilized social media in number of effective ways to enable employees to directly use it for exclusive requirements which ultimately help them to progress or to be more transparentin the ways that they themselves could contribute more effectively in their assigned objectivesand deliverables.

However, the excessive unwarranted usage of social media and misuse has also been somewhat of a factor which has been proven to raise many questions which has incidentally has been highlighted as a main factor that has been negatively affecting the overall employee performance thus affecting the quality of the work that is expected to be delivered. The study reflects a fair assessment on how the social media usage could moderate and influence the overall employee relationship between personal and work-related activities and a matric to be used as a method to assess based on the employee's pure sentiment could be useful to generate a conducive policy surrounding the social media usage in IT organizations that could ultimately help employees to thrive and improve their performances.

Furthermore, the association between organizations governance policies and its mediating effect on the overall employee performances is also a crucial factor which affects the motivation levels of an employee to drive towards success and improvement. The sentiment of a targeted set of IT works were captured to understand how much the governance policies surrounding social media usage and general aspects that might affect the overall employee performances. Thereby to influence organizations to resort to a much more productive governance policy structure that could bring about more value that can transpire in the progression of employee improvement. This study entails how the employee sentiment could be captured to device better strategies by organizations to enhance employee productivity by incorporating social media effectively.