

Majors: HRM/4

"Impact of Social Media on Employee's Performance in Telecom Sector of Pakistan"



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Abstract

Current research work done by aiming at investigation all negative consequences of using different tools and software which are related to the usage of social media at work on the performance of employees in context of exhaustion that is created due to overuse of social media. Telecom sector of Pakistan is chosen for examining these negative effects. Three different overloads i.e. social overload, communication overload and information overloads are used to know the mechanism of negative consequences of social media during working hours. Exhaustion is taken as effecting factor because it is related to the behavior of a person and performance of a person is related to behavior. Individual who is exposed to the exhaustion also exposed to anxiety and stress. In the state of anxiety and stress a person cannot perform well. Previously less studies are made on defining a mechanism by which social media usage results in negatively on the outcomes of the employees. Results indicates that two of the overloads i.e. communication and information overloads were more significant in creating exhaustion while the social overload was found non-significant. Current study will be helpful to understand the mechanism of exhaustion which is created by extreme usage of different kinds of social media and it can also be used for making some practical implications by organizations and employees too to improve the performance.

Key words: Social media, Information overload, Social overload, Communication Overload, Exhaustion, Performance