

HOW SOCIAL MEDIA USAGE AFFECTS EMPLOYEES' JOB SATISFACTION AND TURNOVER INTENTION

BY

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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: Dina

Dedication

This research is dedicated to my family for nursing me with love and affection and their unconditional believe in me. They were always have been a source of motivation for me in every stage of my life.

Acknowledgement

First of all I would like to thank Almighty Allah for giving me strength and motivation to complete this thesis project. I would like to show my sincere gratitude to Sir Khuram Adeel for guiding and helping me in my research project throughout numerous consultations. I also like to express my deepest gratitude to my family and friends who have directly and indirectly helped and encouraged me throughout the completion of my thesis project.

Abstract

Purpose

Social media usage are increasing day by day in an organization the purpose of this research is to define that now a days how differently effects the work-related and social-related social media usage on employees' organizational commitment, job satisfaction and turnover intention (Liu & Bakici, 2019).

Methodology & Design

This is an exploratory research, for this research to carry out the deductive approach is adopted have 9 hypotheses. This research model is to show some different reasons of social media usage affect employees satisfaction level and turnover intention in the Pakistani context (Ridgeway & Diekema, 1992). Cross sectional surveys will conduct and then generate valid responses for analysis from employees (including textile sector's employees for the population).

Findings

The findings of the research shows that that there is impact on employees' the usage of social media in different organization, individual's job engagement, individual organizational engagement, and individual organizational commitment on employee's individual job satisfaction (Alwagait et al., 2015). This study shown that there is a direct impact on job satisfaction and turnover intention. According to this research employees are more motivated to increase the level of social related website usage and work related the use of social media.

Limitations

The first limitation for the research is the COVID-19 and did only in Karachi city, because had the limited companies to visit, limited cost of the research are some reasons, faced some difficulties to collect data (Long et al., 2012). All the limitations were the reason to effects the findings and result connected of this research.

Recommendations

Organizations are recommended to focus on increase employee's Satisfaction level and reduce the rate of turnover intention by the help of increasing their social media usage related work activities (Rad & Yarmohammadian, 2006). These should be a major focus of any organization as it leads to better organization performance.

Keywords

Social-Media Use at Workplace (SMUW), Social-Media Use for Socialization (SMUS), Employees' Job engagement (EJE) ,Organizational Engagement (OE), Organizational Commitment (OC), Employees' Job Satisfaction (EJS).

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