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***IMPACT OF SOCIAL NETWORKING ON EMPLOYEE PERFORMANCE AND TASK
COMPLETION***



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DECLARATION

I am Hamza Khan, I thus announce that the topic of my MBA thesis is "impact of social networking on employee performance and task completion," and I hereby declare that all the pertinent information in my thesis is original and does not appear in any other university's thesis. I am the sole author of this thesis.

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ABSTRACT

The use of social media such as social networking sites in everyday life is spreading very fast along with the use of social networking sites at workplaces. The basic aim of this study is how social media and social networking sites affect individuals' performances at work. It also shows that the result of use of social networking sites have different results according to the task given but the result shows that social networking sites have a positive effect on individuals' performance and task completion. Social Networking sites in the workplace improves the job performances of individuals and firms should consider it for employees better performance and better results.

Social networking sites can be very useful in improving employees' communication skills and the hesitation of communicating with the senior management which eventually results in better performance. Beside all this it helps in better results as it gives employees a little break to refresh their mind which will make employees generate new ideas for the betterment of the firm. It will help the employees have better communication and understanding with each other which will improve the environment of the firm and make better teams and team work

Keywords:

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CHAPTER 1

INTRODUCTION

Due to the interference of the terms and concepts created by the author, many terms "knowledge management" and the second (Lewis & Heckman, 2006) can be divided in our theories, the first is the meaning. Management skills are the process of human resources, such as interest, training, selection and planning.

The second consideration is the number of resources designed to ensure that there are sufficient staff in the organization. The third theme of management skills focuses on art (eg high performance in art) (Lewis & Heckman, 2006).

In their study (Thunnissen, Boselie & Fruytier, 2013), their analysis of data showing the benefits of managerial skills focused on two types of outcomes, level of participation and level of self. In the first category of events, data shows that management skills are affected by organizational benefits, such as performance, growth, and competitive advantage, and financial impacts such as ROE, return on investment (Sabuncu and Karacay, 2016). At the individual level, management skills are still as effective as documented skills, and the biggest benefit of a high-performance strategy is commitment and motivation (Cheese, Farley & Gibbons, 2009).

According to Maslow's hierarchical needs theory, employee needs and wants can be based on personal ownership, sense of security, personal needs, and personal fulfillment (Sadri & Bowen, 2011). Thus, self-awareness and self-efficacy play a dialogue role in establishing the relationship between management skills and new skills. In this regard, Schiemann (2014) finds that managerial skills are effective in adopting new work behaviors and enabling employees to develop competitive and innovative methods to meet new challenges, managerial skills and the need for supervision. Based on existing data, he only reviewed a few available studies that examined the relationship between management skills and new workplace behaviors, and there was no significant research on the relationship between management and new behaviors of domestic workers. At University. Thus, this study proposes to close this gap by examining the

impact of the harmony of managerial skills and the effectiveness of the practices of new employees.

The quality of an employee's work is referred to as employee performance (Caillier, 2010). It is the capacity of an employee to meet or exceed the objectives and goals of the organization, or to execute conventional organizational activities, that is measured by employee performance (Sethela June & Mahmood, 2011). Employee productivity is strongly linked to their ability to relieve stress at work, which in turn enhances their overall performance (Haque, Aston & Kozlovski, 2018). An organization's ability to motivate and retain its personnel is directly tied to a variety of internal and external issues (Dinc, 2017). An organization's ability to execute and be successful depends on a variety of elements, both internal and external. Internal elements include one's own talents, knowledge, and skills, whereas external influences include the work environment, the nature of one's job, incentives, the structure of an organization, and the methods used in human resource management. Aspects (Sun and Maharan, 2015). When a person's career or work situation changes, so does the socialization process that happens. This is a long-term human movement that involves relationships between individuals and other people on the earth they live in (Davis, 2008). Socialization some time before the new progressive methods transformed socialization into another structure for the masses. The transition to the era of innovation has made it clear that the Internet is like a social network. Innovative advances have made it easier for individuals, especially young people, to access the internet and interact with friends in this way (Al-Tarawneh, 2014).

It is a personal communication process on the Internet. Through it, individuals discover and enjoy interacting with others on the Internet. Likewise, (Sitaram Asur, 2010) it mentions the purpose of interpersonal interaction as a virtual place where individuals can identify and provide data. The collaboration area of the relationship has open recruiting. When people open records and exchange data on their profile page, that person can manage their friends. In any case, some areas of relational collaboration have been clearly envisaged for mobile phones, some implementable via PC and others implementable via PDA and PC or other information technologies. and communication. The area of this long-distance match is very different. In both

cases, the pair will be quoted and merged; 2go, Facebook, WhatsApp, BlackBerry Messenger, e-amigo, circle, good sidekick, nimbus, Myspace, etc.

There are no barriers or restrictions for informal distance communication; a person can be a number of authoritative people. So, employees again benefit from some posts for some purpose, because some posts can be informative and educational, and employees can comment after reading the posts. Gradually, offices offering governance themes hope to use remote social networks and interpersonal communication spaces to promote and enhance the academic profession through various informal communication purposes. However, my situation changed because employee dispositions were often placed in different places. A hidden place to study, talk about informal communities or read carefully on the phone.

Employee performance will be affected by their job satisfaction. The work environment and motivational statements affect employee performance and social factors, determining the degree of this relationship between direct and indirect variables. Employee Performance Employees Effective use of this social networking technology is positively correlated with employee performance and social networking. Furthermore, it shows that the use of social media improves employee performance and the ability to create, share and acquire knowledge that simultaneously improves employee performance. It is very important for organizations to strengthen internal operations and speed up the communication process between employees. Several studies have examined employee performance measures, including task performance, contextual performance, adaptive performance, creative performance, agility performance, and efficiency (Catalakal, 2016). Work performance is directly related to the technical aspects of the organization and supports the core of any organization by implementing processes or maintaining the services it needs (Uriani, 2015). Bormann and Motovidlo (1997) defined task performance as “the effectiveness of actors in performance activities that contribute to the technical core of an organization” (Liua, Jiangb and Chen, 2016). Demonstration work helps the core of any organization by implementing its processes or maintaining the services it needs (Harari et al., 2015).

The capacity to create something new and possibly beneficial is referred to as creative performance. Managers tend to place a high importance on the contributions of their employees to creative output. In truth, the work of the business is enhanced by the innovation of its employees. As a result, each employee generates fresh ideas based on his or her unique job description and processes (Uriani, 2015). It has been shown that employees who spend most of their workday interacting with coworkers are both more active and more productive, as well as displaying a more innovative attitude in the office (Hernandez, Stanley & Miller, 2014). Employees' capacity to quickly adjust to new situations benefits both them and the company. It's a win-win situation for everyone: employees like new ideas, new technology, and a willingness to keep learning. Initiative, flexibility, and adaptability are all indicators of a person's speed. Employees are compelled to grow and lead themselves via constant learning and study because of these aspects (Cai, Huang & Liu, 2018). In the workplace, the usage of social media may have a detrimental effect on employee performance (Jana Kühnel, Tim VahleHinz & Bloom, 2017). Social media use in the office, for example, is frequently perceived as workers straying from the job and breaching normal operating procedures since it leads to an abuse of organizational resources and official time. organization. Employees' productivity suffers as a result of their use of social media. Researchers, on the other hand, feel that corporate processes may be improved by adopting social media (Levy, 2013).

Socialization is a deeply ingrained process that occurs with changes in personal occupation or work and changes in society itself. It is a long human movement involving the connection between individuals and another person on the earth where they live (Davis, 2008). Socialization was a while before new progressive methods turned socialization into another framework for the masses. The transition to an era of innovation has realized that the Internet is like a social network. Innovative advances have made it easier for individuals, especially young people, to access the Internet and interact with their peers in this way (Al-Tarawneh, 2014).

It is the process of personal communication on the Internet. Through it, individuals find and enjoy the fellowship of others on the Internet. Likewise, (Sitaram Asur, 2010) calls the destination of interpersonal interaction a virtual place where individuals can get to know each

other and provide data. These areas of relationship collaboration have open recruitment. When a person opens a record and exchanges their data on the profile page, that person can organize friends. In any case, some areas of relationship collaboration are clearly foreseen for mobile phones, some are implemented via PCs and others can be implemented via PDAs and PCs or other information technology. and communication. These long-distance match areas are too different. Either way, a pair will be cited and merged; 2go, Facebook, WhatsApp, BlackBerry Messenger, e-amigo, circle, nifty sidekick, nimbus, Myspace, etc.

There are no barriers or restrictions on which remote informal communication destinations should be held; a person can be any number of authorized persons. Then, employees again benefit from some posts in some destinations, as some posts can be informative and educational, and employees can comment on them after reading such posts. Gradually, offices offering government themes hope to use social networks and places of remote interpersonal communication to promote and enhance their academic professions through different informal communication destinations. However, the situation is changing as the arrangements of these employees are often placed in different places. a place hidden during the study, either talk about informal communities or read carefully over the phone.

Employee performance will be affected by such job satisfaction. Work environment and motivational statements affect employee performance and social factors, adjusting the degree of this relationship between direct and indirect variables. Employee performance the effective use of these social networking technologies is positively correlated with employee performance and social networking. In addition, it shows that the use of social media improves employee performance and skills to create, share and acquire knowledge that collectively improves employee performance. For an organization, it is very important to strengthen internal operations and to streamline the communication process between employees.

Or, new technologies improve and create more opportunities for skilled workers, because technological innovation of social networks is user-friendly and has a more positive and significant impact on the work performance of employees.

Likewise, the survey results indicate the extent to which social networks have greatly affected or transferred the employee performance of employees within the organization. The employees of the organization must acquire creative skills to maintain their performance at work. Therefore, employees must consciously reconcile and update their skills with the advancement of social networks and new technologies.

Many organizations have policies in place for using their employees. Social networks offer employees a cooperative working environment. Organizational work employees represent employees, their views on the practices and procedures of organizational policies, and using social networks that affect employee work performance, they strongly support creativity, innovation, security and service in the organization. To solve all problems and improve, organizations must create to achieve their goals and actively share their knowledge. On-site social media will affect employee employee performance. All studies highlight the importance of contributing and sharing information and gaining knowledge about employee success by focusing on social networking technologies in the organization.

PROBLEM STATEMENT:

The research explored the **“Impact of social networking on employee performance and task completion”**.

Objective of the Study:

The objective of the research was

1. To investigate the relationship between social networking and employee performance.

2. To explore the relationship between social networking and task completion.
3. To investigate the relationship between task completion and employee performance
4. To find the mediation relationship between social networking and employee performance.

Question of the Study:

1. What is the relationship between social networking sites and the employee performance?
2. What is the relationship between social networking and task completion?
3. What is the relationship between task completion and employee performance?
4. How task completion mediates the relationship between social networking and employee performance?

SIGNIFICANCE OF STUDY

The integration of theories about media synchrony and task completion offers a new theoretical lens and a rational explanation of the study of the operation of communication. The study provides empirical evidence of how the impact of social networking on employee performance is transmitted through the transfer of capital and social knowledge. The authors quantify the benefits of social networking for organizations, encouraging managers to place them in the workplace with optimistic expectations.

Chapter 2

Literature Review

Social networking & Employee performance

Task managers often track the progress of their projects by putting in place various controls on the timelines and budgets that have been allotted to them. Controlling a wide range of factors, such as individual team performance, job completion throughout work lifetime, and team competence, is the most current strategy (Liu et al., 2015). General framework and controls are offered to the rapidly increasing audit and consulting sector, in order to deal with corporate goals and regulatory challenges of compliance. Employee performance is bolstered by these frameworks because of the importance of social networking aims (Bowen et al., 2007). An example of a well-established framework for technology related framework. This framework is used to facilitate legal compliance, such as the Sarbanes-Oxley Act or Basel 2 regulations (Kordel, 2004). Task management research has mostly concentrated on the stages of task planning and design. Social networking provides a safe haven for task management that keeps the project's goals in mind as it is being carried out in order to provide a good outcome. The phrase "encouraging behavior that is intended to achieve the organization's objectives" is often used to describe social networking (Cardinal et al., 2010).

Socialization is a deeply ingrained process that takes place when individuals change vocations or employment, as well as society evolves in its whole. A human movement that has existed over thousands of years that entails connecting one person with another in the environment in which they live (Davies, 2008). Socializing has been seen for some time prior to the arrival of new technological breakthroughs, which transformed socialization into a different framework in the general public. The transition from the traditional to the creative age resulted in the approach of the web, as well as social networking. More innovation has facilitated access to the web for individuals, especially young people, resulting in increased

interpersonal engagement that they may engage in with their friends and family (Al-Tarawneh, 2014).

It is a method that allows people to meet and mix over the internet. Individuals use it to search for and enjoy the brotherhood of others who are on the internet. Individuals may acquire themselves and contribute data at interpersonal contact destinations, according to (Sitaram Asur, 2010), who described them as virtual locations. The enrollment period for these relational cooperation zones is now open. When a person creates a profile and shares information with other members on the profile pages, he or she is prepared to form a group of friends. In any way, certain relational collaboration places are specifically designed for mobile phones, while others are accessible via PCs, and yet others may be accessible through a combination of PDAs and PCs, as well as other information communication innovations. These long-distance casual communication regions are so diverse that just a few would be mentioned, which include; Facebook, WhatsApp, blackberry emissary, e-amigo, circle, sidekick shrewd, nimbus, Myspace, and so on. Other long-distance casual correspondence regions include: There are no restrictions or limitations on which long-distance informal communication destinations one should be able to participate; one may participate as an individual from any number of participants that might be accommodated.

Employees, on the other hand, benefit from a percentage of the postings in certain locations since some postings might be informative and instructive, and the employee, after reading such postings, can comment on them. However, offices that provide government subject who were expected to utilize social networking and long range interpersonal communication locales to advance and elevate their scholarly profession through various informal communication destinations, but the situation has changed as these arrangements of employees are frequently seen during educational time in various hiding places either talking about informal communities or perusing with their telephones, have changed the situation.

Over the last 10 years, the role of task has been increasingly prominent as a means of achieving company goals (Todorovic et al., 2015). Since corporate practices have improved and task management has become more popular, academics have begun to pay attention to

the subject. However, academics have failed to provide a meaningful definition of the phrase "employee performance" despite several research in the literature (Thomas and Fernandez, 2008). Muller and Jugdev (2012) find that there is no clear notion of how to measure employee performance. Temporary organizations (wit, 1988) have a start and end date, and they also change in context, size and complexity over time. An employee's performance may be measured in many ways, but in general it is a means to measure the progress of the work. (Mir and Pinnington, 2014). Different explanations with success criteria from various stakeholders further explain employee performance (Mir and Pinnington, 2014). When it comes to task management research, the "iron triangle" of cost, time, and quality was the primary emphasis of early studies on employee performance (Cook Davies, 2002). (Papke-Shields et al., 2010). It is a common practice to utilize these social networking metrics to evaluate employee performance (wit, 1988). More than only the iron triangle, many academics believe, contributes to an employee's ability to succeed in their job. In order to accomplish a task's goals in a particular amount of time, each stage has a start and end date (Task-Management Institute-Inc., 2004, Post-print version of published article (Maylor, 2005). Cost, time, and quality are the three most important job considerations, and social networking is right behind them. Interdependent on each other, these elements are known as the Iron Triangle, which is a constant target for critics since they may be modified by other factors, such as tools, skills and procedures. Aptitude and resource-based research are two examples of this (Zahra and George, 2002). Iron Triangle isn't the only thing that contributes to an employee's effectiveness in social networking (Jha and Iyer, 2007). In order to assess employee performance, a comprehensive set of metrics must be used that regulates the task's time, cost, quality, as well as the numerous advantages for the company and its stakeholders. At the outset of a project, the known variables are time, cost, and quality. This portion of the work may be affected by other circumstances. Some of these qualities include the capacity to describe and manage the task's goals. All of these characteristics are necessary for a job to be completed successfully. In addition, the aspects of success are broken down into basic and secondary components. The willingness, cost, time, and quality of the consumer are the most important considerations. There are also a number of secondary elements, such as fresh possibilities, strategic coordination, and no big roadblocks (Albadvi, & Hosseini, 2011).

However, has gone a step farther in defining what constitutes a task's success. It involves making certain that the assignment is completed within the allotted time frame and within the predetermined budget. Customers' willingness, scope fluctuation, and a continuous flow of work across the business are all important components as well. To-do lists, proportion of time spent on each, and the number of equal-sized tasks all go a long way toward establishing well-known metrics. They may succeed or fail in numerous ways, but what counts most are how they achieve their objectives and complete their tasks (Lehtonen and Martinsuo, 2006). Effective social networking may aid task managers in achieving their objectives for effective task completion (Nieminen and Lehtonen, 2008). For the result-oriented leader, managers' depiction in the workplace of behavior that persuades team members to work in accordance with the organization's goals and objectives (Henderson & Lee, 1992) will aid in effectively managing outcomes from outsourced firms, particularly in the field of information systems. Various methods of depicting formal (output) and informal control techniques for team building and impacting the IS task completion (Kirsch, 1997) have been proved to boost the performance of the Information system development work (Henry, Narayanswamy & Purvis, 2015). Observation that the intended outcome is achieved and the members are rewarded in accordance with stated criteria, thereby supporting transactional leadership. Scholars began to argue in the 1980s that the task's performance was dependent on more than just the iron triangle (Wit, 1988). Work management success is defined by time, cost, and quality, while personnel performance is determined by the total satisfaction of the stakeholders engaged in the task. According to Lavagnon (2009), many writers in task management literature focus more on employee performance than on task management success. It is more difficult to assess employee performance since it is dependent upon customer satisfaction and the realization of benefits (Thomas and Fernandez, 2008). All tasks must complete their allocated tasks by the deadlines they have been given. It is one of the most fundamental standards that govern task activities and decide whether the project is finished on time. First and foremost, it's crucial to know whether or not the project was finished within the budget's parameters (Pinto, 2013). Customer happiness is also a factor in the success of the work. Performance may be evaluated in accordance with established standards and objectives under outcome control when objectives are clearly

defined by the team's management (Ouchi, 1977). According to Henderson and Lee (1992), effective task management requires policies that promote outcome control; as a result, it is associated with outcome-oriented leadership. To limit the danger of straying from the objectives, outcome-based control is applied.

As points out, emerging nations need to pay more attention to how well employees perform and work. The task leaders' capacity to lead and manage is critical to the project's success, according to Korrapati and Rapaka (2009). Successful companies are defined by their ability to implement transformational management. The result control has a significant impact on the execution of IT tasks and helps align new systems where the defined outcome must be watched and maintained (Grabski & Leech, 2007). To ensure that all stakeholders are involved in the task, outcome controls are the task schedules that inform all parties about when they can expect to complete the task, especially in large enterprise systems that are initiating the IS task and thus aiding the outcome leader to accomplish the goal. (Liu & Wang, 2016)

Social networking and Task completion

The Inclusive Leader builds a mutually beneficial connection between themselves and their staff (Hollander et al, 2012). Embracing the spirit of inclusion means working with rather than on behalf of the people you serve in order to enhance decision-making and accomplish your objectives. As previously said (Cardinal et al., 2010) earlier literature has focused a lot on internal social networking; nevertheless, recent findings demonstrate a very pure relationship with social networking that warrants additional investigation. There has been considerable discussion about the impact of social media on task completion: "The early 2000s witnessed an increasing recognition of the importance of task completion". The success of the assignment was also described by another author as a particular activity accomplished with specified factors related to performance, cost, and the amount of time spent participating in social networking. This is often referred to as the "iron triangle" (IrimiaDieguez, Medina-Lopez & Alfalla-Luque 2015). The foundation for establishing the company's ambitions and goals and the path to achieving them is provided by task

completion. It's your responsibility to outline the goals of the project and how you plan to meet them. As a cornerstone of corporate governance, it is important to complete assigned tasks on time. A task's upkeep involves identifying the affiliations among the project's principal leaders, the supporting body, the company's proprietors, and any agents who have an interest in the enterprise. You'll learn how to arrange your efforts in order to reach your objectives. With the help of the social networking's performance indicators, a task's success is evaluated (Turner, 2009) It was Ehsan who said that job completion encompasses all components of the work, including its duration. It provides the team with tools and processes for making decisions and implementing them. To guarantee that the stated goals are attained, and the promised value is given to the stakeholders," this is done (Khan, 2012). In addition to the goals and the framework for making decisions, Turner underlined that other factor should be given paramount significance as well once the task was completed. At the company level, these elements need to be specified as well. Decision-making techniques and levels, permitted points, and the process of regulating are only a few of them. How the work is delivered is critical, as it reveals the abilities and capabilities of those managing the project and how the project moves forward (Turner et al., 2010). The concept proposed by Bannerman (2008) characterizes employee performance as a quantifiable element that may have a variety of effects on the job at hand. This model's methodology has been useful for measuring task success aspects for organizational leadership.

The degree to which job happiness, working environment, and motivation are said to influence employee job performance, as well as societal factors that control the degree to which such a link between direct and indirect variables exists, may have an impact on employee performance. Employee work performance is favorably associated with the efficient use of such social media technology, which is also associated with the usage of social media in general. Furthermore, data reveals that the usage of social media improves employee performance and abilities in the areas of knowledge creation, information sharing, and knowledge acquisition, all of which contribute to an overall rise in employee work performance. In order to improve internal processes and streamline employee communication, it is critical for organizations to priorities these initiatives. As an alternative,

new technologies improve and provide additional chances for technically trained workers in the social media technological developments are friendly and have a major and beneficial influence on the job performance of the employees.

Similarly, research revealed that the amount of time spent on social media had a significant influence on or diverted employee work performance inside the firm. For the organization's employees to retain their level of performance, they will need to develop their creative abilities. As a result, employees should be aware and cognizant of the need to upgrade their abilities in light of the quick progress of technology, social media, and the rapid advancement of machine.

Many firms have created policies that allow their workers to spend their time off. Employees benefit from social media because it fosters a collaborative working atmosphere. When an organization's working employee represents the employees, perceptions about the organization's policies practices and procedures are well successive by using social media that have an effect on employee job performance that highly support the creativity, innovation, safety and services in the organization that are highly support the creativity, innovation, safety and services in the organization. All of the problem-solving and self-improvement activities that businesses must do in order to accomplish their goals and share their expertise in a constructive manner are influenced by live social media, which has an impact on employee work performance.

By incorporating social media technology into the company, all of the studies underlined the relevance of knowledge that contributes and sharing information, as well as the necessity of attaining the success of employee performance.

A recent study found that the majority of tasks were unsuccessful (Marnierwick 2013). Every year, billions of dollars are spent on IT services, and this investment is only going to increase in the future (Lovelock et al. 2017). When it comes to task success, there has been a lot of discussion in the past about staff performance and task failure (Amjad, 2018). In project management, cost is a significant consideration (Bosch Rekveldt et al. 2011). The amount of

money spent on any one project is always a reflection of the significance of the organization's overall plan (Joseph & Marnewick 2014). As a result, task management places a high value on cost since millions are spent on tasks that end up having increased scope and expense. The majority of the work is done via the use of given jobs, each of which has a certain number of hours connected with it (Thomas & Mengel 2008). When it comes to completing a task, success is the most important factor. Note that the job and its many portfolios should always be in line with and connected to the objectives defined by the business, taking into account the expectations of the stakeholders. This can only be guaranteed if accurate and up-to-date performance measurements are supplied as part of the assignment. Strong job completion is the most important factor in every successful project. Only by successfully completing the assignment is it possible to produce high-quality work. Employee performance is essential to task completion, who found that success in any global work is solely contingent on the completion of the job. The social networking system's performance indicators should provide accurate information that is critical for judgement and guarantees that the company's objectives are maintained at various task levels. Executive Board, Contextual Level, and Individual Task Level are some examples of these levels (Turner, 2009). In order to evaluate the governance structure, methods, tasks, and policies that have been considered in different projects and portfolios, it is essential to have a thorough awareness of social networking pointers across the task life cycle. Additionally, this examination gives insight into how to improve. According completing a work is all about satisfying the expectations of the many stakeholders. Keeping this in mind, governance should be consistent both internally and externally. First, Nistor and Beleju (2014) describe the job of a task manager or supervisor who ensures that tasks are completed in accordance with the task plan. The second step is to monitor the progress of the job through social networking, and the third is to solicit further cooperation from the task's stakeholders. In the literature on task management, researchers believe task completion to be an essential aspect in employee performance that assures effective job delivery. According to them, the only way to ensure a successful job delivery is to implement an organized and systematic social networking method that considers each stakeholder's interests (Joslin and Muller, 2015).

Task completion and Employee performance

Task completion will establish features such as the management structure, norms, processes, and set limits of responsibility for decision making. The roles and duties of the various stakeholders will be clearly defined. In addition, the problem escalation matrix will be included in the governance."

According to agency theory, the company as a system of contracts and the information viewpoint of governance (Clarke, 2008) hold true in Task fulfilment (Muller, 2011). Jensen and Meckling's agency theory defines a contract in which one or more persons (principal/s) hire agents to undertake an activity on their behalf. This is accomplished by providing the agents some degree of autonomy (Jensen & Meckling, 1976, p. 59). To understand how an organization works, think of it as a series of written or unprinted contracts between titleholders (principals) and managers or customers (agents), each of which is trying to maximize its own value. This is the basis of the agency theory. The principle-agent dilemma arises from the fact that each partner has a distinct set of interests and that the principle has a limited number of alternatives for monitoring the performance of its agents. The TCE and the agency theory both deal with questions of trust and control. Ralf Muller's additional theoretical perspective identifies trust and control as critical elements of an organization's governance (Muller, 2011). This is Ralf Muller's concept of governance, which he sees as being linked to task management, portfolio management, and the corporate governance framework. Processes, rules, a shared set of values, and a clear division of tasks are all part of a well-functioning organizational structure. As a result, all stakeholders, both internal and external, may benefit from its implementation (Muller, 2009). To ensure that tasks may be properly planned, monitored, and executed within the constraints of corporate governance, this framework ensures that all of these components are in sync with their corresponding organizational levels. Governance structures are defined as "the arrangement of goals at the various management s of the company in order to enable the most operative and efficient task planning," "managing, and execution, within the bounds of corporate governance" (Muller, 2009). It is only feasible to grasp task management when you have a wide knowledge of

corporate governance and the principles of job completion. Multiple and self-motivated systems are characterized as tasks, which circle around an established governance procedure. When a team and customer have a dual reliance, the structural governance that is an amalgamation of each of these three groups is affected. Turner & Keegan (2001) said that Management of task activities has a strong connection to marketable governance, which is largely intertwined with tasks. In order to maintain delivery effectiveness, the productive PM governance ensures that an organization's tasks are aligned with the organization's goals (Hicks et al., 2013). In the context of tasks, programmers, and task portfolios, Crawford and Cooke-Davis (2008) concluded that successful task completion relies on a set of agreed-upon rules, processes, and structures. Control of a single job is analogous to this. It was described by Task Management Institute that task completion was a collaborative effort between the organization's model, its processes and practices as well as the dependable and relevant communication to increase task management. Tasks at the interface may only be completed with the collaboration of all parties involved, including the parent organization. For the benefit of both the task manager and his/her team in managing the project and delivering an exceptional assignment, the framework is often revived. " Previous research have indicated that there is a link between effective corporate governance and higher performance (Hart, 1995; Hirschey et al., 2009; John and Senbet, 1998; Ozkan 2007, for example). When it comes to corporate performance, improved shareholder rights have a progressive effect (Hirschey et al., 2009), whereas corporate independence has a positive effect (Millstein and MacAvoy, 1998). Because of this, we may infer that excellent governance is a prerequisite for the success of any business. Several researchers, including Biesenthal and Wilden, Turner and Simister, Wang and Chen (2006), Joslin and Miller (2012), and Joslin and Miller (2013), all feel that task completion is vital to the transmission of effective tasks (2015).

Mediating Impact of Task completion

Supervisory and indirect factors functioning in companies have a direct influence on employees working in the organizations, as well (Foucault, 1991). Law and situational frameworks play an important role in governance, but the actions and behaviors of

individuals who are actively engaged in teams cannot be managed (Clegg, 1994). A task's completion may be defined in a variety of ways, depending on the kind of programmer or portfolio of tasks involved. The task's governance has been found to use collaborative governance (Muller & Lecoivre, 2014). In literature, the terms "task governance" and "single task governance" are used differently. Pinto defines them as having diverse meanings (2014). The governance of task-based organizations, such as matrix-based, functional, and tackle organizations, varies greatly from one form to the next (Muller et al.,2014). Completion of a task serves as a framework for starting, directing, and completing the task's actions (Turner, 2006). As part of Cooperate governance, IT Governance falls under the purview of board and executive members. In order to ensure that the company's structure, rules, and processes are in sync with its strategy, governance in the organization works hand in hand with leadership (IT Governance Institute, 2011).

Effective governance helps task-based organizations achieve success by providing safe, visible, and trustworthy information in the task-specific technology environment (Korac Kakabadse, 2001). As a result, the task manager is able to create integer task plans, distribute responsibility across team members, and set priorities for individual tasks (Korac Kakabadse, 2001). When task objectives and organizational strategy are in sync, it makes it easier for the organization to carry out its day-to-day activities (Bygstad and Hanseth, 2010). If a task is matched with its completion, performance is regulated (Chan, Reich), according to an experimental investigation (2007). Over the last decade, academics have been more interested in task management performance. Although process, culture, and mature approaches to task performance have their own influence, the improvements found in the early 1900s and early 2000s are no longer supported in contemporary scenarios. They are. To succeed in this mission, we'll need new approaches. According to Muller et al. (2014), task completion serves as a catalyst for organizational and task-level processes. When it comes to job completion, the model was proposed by (Althshuler and Luberooff, 2003; Crawford et al.,2008). An organization's structure, procedures, and functions assist various activities in the job of producing distinctive services, results, or products in line with operational and strategic objectives of the company (PMI, 2016). 62 studies have examined task completion,

with 21 appearing in non-task management journals and about 34 among the most prestigious task management publications. Project governance has been found essential to achieving task success Biesten and Wilden, both from the University of Pennsylvania (2014). The completion of a task should go from the top to the bottom tier. An person assigned to a duty It's Klakegg et al (2008). In order to achieve task accomplishment, task completion is required in every activity, and it has been utilised in a variety of scenarios related to task management (Bekker and steyn, 2007). A Delphi study by Bekker and Steyn (2007) found that task completion is closely linked to the implementation of established task norms, protocols, and frameworks. According to Liu and Yetton (2004), the aim of completing a task is to exert control over the process, which ultimately aids in achieving the work's objectives. Governance was a hot topic at the Task Management Institute's 2016 conference. Completed tasks have been described as "the functions that support task activities in order to provide results and deliverables consistent with the company's strategic objectives" (PMI, 2016). There is an obvious relationship between task success and corporate strategy because of the structure of task completion (Too and Weaver, 2014). The method for improving task performance is shaped by how well a task is completed (Altshuler and Luberoff,2003; Crawford et al.,2008; Fein, 2012). Contingency theory according to Donaldson (2001) shows that the influence of one variable on another is contingent on a third. Using contingency theory has been widely studied since 2005 in current work on task management (Hanich & Wald, 2012). Current research shows a link between effective task control and task completion, which the Contingency theory supports. There are two orientations of the task, stakeholder and task control, that are affected by task completion since they are both pre-existing in task-based organizations (Josline & Muller, 2016). For the goal of ensuring consistent practice in conducting tasks, task completion offers a standard technique of control, and guarantees that the correct procedures and policies are recorded and communicated at the organizational level (PMI, 2013). Stakeholder theory, stewardship theory, and agency theory are among the most popular ideas for task completion in literature (Yusoff & Alhaj, 2012). Adapting to the model responsible for subpar or nonexistent task performance is the stated goal of these theories (Hirschey et al., 2009).

After the 1970s, the issue of weak governance and its effect on shareholders was researched in several economies (Basu et, al 2007). Various domains, including as economics, organizational behavior, and task completion, make use of the agency idea. The interaction between shareholders, management, employees, and the workplace was also described by the notion of agency (Turner & Muller, 2003). The agent might utilise his authority at the moment of distributing resources to accomplish aims (Jensen & Meckling, 1976). Several research have shown that both the principal and the agent are concerned with their own well-being in order to develop their own value (Mitnick, 1973). When it comes to completing tasks, there are two crucial aspects to keep in mind: the individual task and the task groups. (Muller and colleagues, 2015) In accordance with PMI's definition of governance, these two aspects are included (PMI, 2013). Study after study has shown a variety of methods in the field of task completion management in the past (Muller 2015). Leadership, governance, and faith in the work are only a few of the strategies for managing the project. The work was handled mostly via the use of technology. Sandy (Sanderson, 2012). It has been shown that task completion acts as a mediating factor between stakeholders in a project's success and failure (pinto, 2014).

HYPOTHESIS

H1: There is significant effect of social networking on employee performance.

H2: There is significant effect of social networking on task completion.

H3: There is significant effect of task completion on employee performance.

H4: Task completion mediates the relationship between social networking and employee performance.

THEORETICAL FRAMEWORK

Chapter 3

RESEARCH METHODOLOGY

This chapter covers the methodology of the study. To study the empirical nature, it is necessary to select data from the appropriate sample using the appropriate tool. This part of the body is designed to cover the nature and environment of the study, the connection frame, the unit of analysis, the measurement criteria and scale, the data collection procedure, the population analysis technique and the sample size.

Research Design

Research design describes the process of research and research management. The main aim of this study is to find the relationships between all the variables is social networking.

This section of the chapter covers the type of research, the research environment, the time period, the unit of analysis, the data collection process and sampling units, and so on.

And a sampling unit.

The researcher decides to adopt a quantitative research design in order to study the concept of social networking within the organizational context and the social networking practices that can influence the task completion behavior of employees. The design of quantitative research relies on the collection of quantifiable or numerical data that can be easily converted into usable statistical results. The rationale behind using quantitative research design in this research study is that it will allow the researcher to analyse the relationship between social networking and employee performance of employees through the quantification of opinions, attitudes, behaviour's and perception of target population and generalize search results from a broader set of employees as the target population.

Type of Study

The current study aimed to gather information about the survey variables by the respondents through administered questionnaires. This study is based on a case survey of 200 that examined the impact social networking on employee performance.

Study Setting

For the purpose of collecting data, questionnaires were employed. Some individuals contacted Google's online form, while others were questioned at the institution to complete the surveys. A guarantee of confidentiality was given to everyone who participated in the survey. Survey takers were tasked with actively and meticulously filling out the form in order to support the conclusions of the study.

Unit of Analysis

This study aimed to determine the behavioral intent of certain factors as it is included in the model. Thus, in this study, the unit of analysis was assumed to be the individual.

Data Collection Process

In this study, the research intends to use the primary data collection method in order to analyse the effect of social networking on the employee performance. There are several primary data collection methods that can be used by the researcher to achieve the objectives of the study. However, the researcher intends to use a quantitative research design; therefore, the researcher will use the survey questionnaire to collect primary data and information from study participants (Häuser et al., 2012). The use of the survey questionnaire will enable the researcher to indirectly collect data from participants regarding social networking practices that can influence employee performance and social networking and generate reliable and reliable study results.

Population and Sampling

Population

Research data is collected from employees in the higher education colleges. Hair et al., (1998) described that a 10: 1 ratio would be more acceptable than the sample size. Thus, the sample size

can be compiled by multiplying the number of units by ten (10).

Sample size = number of unit's x 10

Thus, using 21 units in the study, the sample size is 210.

Sample Size

In addition, convenient sampling techniques were used to collect data. The study used a convenient sampling method (Badgaiani et al., 2016).

Questionnaire Survey

Primary data for this study are collected through a questionnaire. The survey method of the questionnaire is the most used in social science research. A questionnaire consists of many statements or questions that are used to get respondents' response as information required for a particular purpose. Research requirements and needs are translated into a series of questions. Included statements or questions should be simple, easy and understandable for respondents and respondents should be willing to provide the requested information.

Scales

The present study used a structured questionnaire with Five Point Likert Scale to obtain the required data. A special type of format is used to get answers which helps in data analysis. Prior to the full study, a pilot study is conducted distributing 30 questionnaires to examine the accuracy and reliability of the scale. After the positive results of the pilot study, questionnaires were distributed to the selected sample to collect the required data.

The five-point Likert scale is used in the questionnaire as shown in Table 3.2. Respondents were asked to choose the level to agree or disagree with the questions or statements provided. The rating scale is used to facilitate data collection and analysis. However, the researcher intends to

use quantitative research design; thus, the researcher will use survey questionnaire in order to collect primary data and information from participants of the study (Häuser et al., 2012).

Data Analysis

Data is organized into topics and sub-themes in order to make comparisons easier. We'll use SPSS software to break down and evaluate the data once it's been collected via surveys and responders.

Descriptive Analysis:

Descriptive analysis plays a fundamental role and is considered a very important part of the study because some people only give importance to indirect and direct variables but on the other hand demographic issues also count in any type of research. Descriptive analysis is usually characterized by frequency, central tendency, and dispersion. It is basically the information from our respondents, which we will collect through a questionnaire, such as (age, gender, education, race, salary and status of the employee). These fact generators play a vital role in conducting the authentic study.

Reliability Test:

To ensure that the forecasts were accurate and consistent, a reliability test had to be carried out. To ensure the accuracy of the techniques and the accuracy of the outcomes, a reliability team might be assembled. When a report differs significantly from the prior one, it's a sign that the research techniques need to be double-checked since doing so will take time.

Normality Test

Basically, a normality test is performed to establish whether or not the data is normal. Variable frequency distributions should resemble a bell-shaped curve in terms of their form.

According to the aforementioned research methods, if the curve rises to a completely bell-shaped form, our data is normal, but if the perfect bell-shaped curve does not rise, our data is not normal.

Linearity Test

Linearity means the relationship between dependent and independent variables. It is an analysis that evaluates one or more predictor variables to justify the dependent variable. It is one straight line on a graph.

Correlation Analysis:

Correlation analysis is a useful method for determining the degree to which the dependent and independent variables are interrelated. A weaker association means the factors given will be less likely to be linked together. The variables must be connected in order for the connection to be powerful. Due to the fact that we may estimate the value of one variable by comparing it to another, correlation analysis is of considerable importance. Regression may be used to explain this further.

Pearson Correlation analysis

The 0 to 1 digits of Pearson's correlation coefficient represent the linear variability of two variables. There is a negative connection between variables if a value less than 1 occurs, however there is an association or link if the value is larger than 1. Direct and indirect factors.

Multiple Regression Analysis

Multiple regression analysis is use to predict unknown value from the known value of two or more variable it is basically a technique to known the straight-line relationship among two variables.

Regression Analysis:

It will be necessary to use statistical analysis in this manner so that we can anticipate the value of our single dependent variable, which is the share economy, based on the other independent factors listed above. Since we wish to anticipate the influence of one variable over another, this kind of study is beneficial.

Pilot Study

The pilot study is used to analyze whether our IVs and DVs are reliable or not. For this we will calculate the pilot test. For this research we need to test Cronbach's alpha, this is important that Cronbach's alpha is greater than 0.7. If it is considered greater than 0.7 it means that your variable is reliable and you can submit or distribute questionnaires. In this study the whole population is not considered, only some samples are taken or chosen for analysis and the basis of such samples a pilot study is conducted, the pilot study is usually performed when the population size is large but the data is low, so only a few samples are considered for the facts and figures used for any quantitative research.

Ethical Considerations

Ethical considerations intend to be considered by the researcher in this research study will be essential for making the study ethically executed (Markham and Buchanan, 2012). In this regard, the researcher will take ethical approval from ethics committee prior to conducting the research task. Moreover, the researcher will also make sure that the participants of the study are aware from aim and purpose of the study and will take consent from each participant of the study. Additionally, confidentiality is also an essential ethical consideration that will be considered by the researcher in this research study in order to ensure confidentiality and anonymity of the research participants. The researcher will also ensure that the findings of the study will not be manipulated and will also maintain dignity of the participants.

Summary

This chapter starts with introduction, hypotheses, operational definitions, research tool and pilot study. However, it is highly related to the SPSS software all the information provided will be useful to conduct our SPSS, we will use data collection, data analysis, correlation and multiple

regression to prepare a questionnaire which will be quantitative in nature and therefore the survey will be conducted on the basis of the above calculation in chapter 4

Chapter 4

DATA ANALYSIS

Sample Characteristics

Gender of Respondents

The table shows the gender of the respondents from whom I collected data collection. The table below shows that I collected data from 200 respondents, of whom 161 are male at 80.5 per cent and 39 female at 19.5 per cent, which means that the percentage of men is much higher than the percentage of women because they live in a society dominated by men and most jobs are held by men.

Table 1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	161	80.5	80.5	80.5
Valid Female	39	19.5	19.5	100.0
Total	200	100.0	100.0	

Age

In Table 3, I present the age of the respondents from whom I collected data. The table below shows that I collected data from 50 respondents aged 18-24, 139 belonging to the 25-35 age group, which is the second highest share among my respondents.

Table 2 Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	50	25.0	25.0
	25-35	139	69.5	94.5
	36-45	10	5.0	99.5
	46-55	1	.5	100.0
	Total	200	100.0	100.0

Marital status

The table shows the marital status of the respondents from whom I collected data during data collection. The table below shows that I collected data from 200 respondents, 133 of whom were married at 66.0 percent and 67 unmarried at 34.0 percent.

Table 3 Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	133	66.5	66.5
	Single	67	33.5	100.0
	Total	200	100.0	100.0

Correlation Metrix

The relationships between all variables that have been researched so far are summarized in the following table. The findings indicate that all variables are highly associated, and that this correlation is extremely important in some situations and substantial in others. According to the "Pearson correlation," the connection is a study of the association between social networking and several employee performance factors. Relationships are concerned with the understanding of the connection between variables.

Table 4 Correlations

	social_net	task_comp	emp_per
--	------------	-----------	---------

social_net	Pearson Correlation	1	.484**	.538**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
task_comp	Pearson Correlation	.484**	1	.669**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
emp_per	Pearson Correlation	.538**	.669**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

In accordance with the table, explain how you conducted an analysis of the connection between the dependent variables and the independent factors. Based on the data in the Table, it can be concluded that there is a statistically significant relationship between social networking and task completion since the value is less than 0.05, or 0.00. It also demonstrates that Pearson's correlation coefficient is 0.484. The association between social networking and task completion is shown in the following table.

The data in the table also indicates a statistically significant relationship between employee performance and task completion, which does not surpass the significant value of 0.05, or 0.001, which is the threshold for statistical significance. According to Table 4.18, the Pearson correlation between social networking and task completion was 0.669, indicating a positive relationship between the two. A moderate association exists between social networking and task completion, as shown by the data in the following table:

According to the data in the table above, there is a statistically significant association between social networking and employee performance that is less than 0.05, or a statistically significant value less than 0.00. The Pearson connection between social networking and employee performance is 0.538, according to the data in the table. The interpretation of the correlation index, based on the data in Table, indicates that there is a strong relationship between social networking and employee performance.

Reliability of Scales

The consistency and continuity of the tests are checked for dependability throughout the testing process. In a nutshell, tests may be relied upon provided they are carried out in a consistent manner across time. Cronbach's alpha is one of the most commonly used classifications and is an indicator of internal solid statistics that evaluate the relationship between value and actual error. Cronbach's alpha is one of the most commonly used classifications and is an indicator of internal solid statistics that evaluate the relationship between value and actual error. The Cronbach's alpha value should be 0.7 or above. In the field of measurement, secondary data interacts with one another. The questionnaire's dependability is appropriate. Use the table below to estimate Cronbach's alpha level, which is a measure of consistency, in order to do this. The findings demonstrated that the dependability of alpha factors was more than 0.70.

Table 7: Reliability of Scale

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Social networking Questionnaire and Reliability

To obtain green data, a credible 5-point scale verified questionnaire was created. The accuracy of data is crucial.

Cronbach's Alpha Queries for the ability Cronbach's Alpha are 0.83, which is relevant in the table below.

Cronbach's Alpha	N of Items
.830	05

Task completion Questionnaire and Reliability

To obtain green data, a credible 5-point scale verified questionnaire was created. The accuracy of data is crucial.

Cronbach's Alpha Queries for the ability Cronbach's Alpha are 0.771, which is relevant in the table below.

Cronbach's Alpha	N of Items
.771	05

Employee performance Questionnaire and Reliability

To gather data on employee performance, size the questionnaire on a 5-point scale. The accuracy of data is crucial. Cronbach's alpha necessitates consistency. Cronbach's alpha is 0.769, which is relevant in the table below.

Cronbach's Alpha	N of Items
.769	05

Regression Analysis process macro for mediation by Andrew F. Hayes

Process macro was utilized to do regression and mediation analysis, and two mediators were employed in the association between social networking and employee performance. Task completion is the mediator variable.

Model summary of social networking and task completion

Table 08 Outcome: task completion

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.4844	.2346	.4702	60.6875	1.0000	198.0000
.0000						
Model						
	coeff	se	t	p	LLCI	
ULCI						
constant	1.9095	.2370	8.0558	.0000	1.4421	
2.3769						

Task_comp	.5443	.0622	7.7902	.0000	.3617
.6069					

The above analysis table indicate that the relation of social networking and task completion. This is the Path “a” in mediator analysis above analysis indicate that the independent variable is social networking denoted for "X", and mediator variables is task completion denoted for "M". The results of "R" is 0.4844, which shows the strong and positive correlation between social networking and task completion. R2 is the the square root of ‘r’ it is also called the coefficient. The value of R-sq is 0.2346, the shows the difference in social networking variable to task completion. The value of P is 0.0000, which is less than 0.05, and value of F is 60.6875, shows the model fit and show the strong impact between the variables. The co-efficient value is 0.5443 that indicate that the social networking impact on task completion. The value of “t” is greater than 2 that show the model fitness and the value of p is less than the alpha value or 0.05 show significant impact of social networking on task completion.

Mediation analysis of task completion

Effect of social networking (X) and task completion (M) on employee performance (Y)

Table 09: Outcome: Employee performance

Outcome: employee performance						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.7124	.5076	.3084	101.5309	2.0000	197.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	.5420	.2212	2.4500	.0152	.1057	.9782
Task_comp	.5376	.0576	9.3399	.0000	.4241	.6511
social_net	.2816	.0576	4.8919	.0000	.1681	.3951

The above analysis table indicate that the mediation relationship of task completion between social networking and employee performance. This is the Path “a” and path “b” in mediator analysis above analysis indicate that the independent variable is social networking denoted for "X", and mediator variables is task completion denoted for "M" and dependent variable is employee performance denoted for “Y”. The results of "R" is 0.7124, which shows the strong and positive correlation between social networking and task completion and employee performance. R2 is the square root of ‘r’ it is also called the coefficient. The value of R-sq is 0.5076, the shows the difference in social networking variable to task completion with relationship of employee performance. The value of P is 0.0000, which is less than 0.05, and value of F is 47.3225, shows the model fit and show the strong impact between the variables. The co-efficient value of task completion is .5376 that indicate that the task completion impact

on employee performance. The value of “t” is greater than 2 that show the model fitness and the value of p is less than the alpha value or 0.05 show significant impact of social networking on task completion. The above results show that the partial mediation is exist between the variables.

Direct effect of social networking on employee performance

Table 10: Outcome: employee performance

Model						
	coeff	se	t	p	LLCI	ULCI
constant	.5420	.2212	2.4500	.0152	.1057	.9782
social_net	.2816	.0576	4.8919	.0000	.1681	.3951

Statistical mediation model of social networking (X) and task completion (M) on employee performance (Y)

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****					
Total effect of X on Y					
Effect	SE	t	p	LLCI	ULCI
.5742	.0603	8.9826	.0000	.4230	.6609
Direct effect of X on Y					
Effect	SE	t	p	LLCI	ULCI
.2816	.0576	4.8919	.0000	.1681	.3951
Indirect effect of X on Y					
Effect	Boot SE	BootLLCI	BootULCI		
Task_comp	.2926	.0468	.1730	.3585	
Partially standardized indirect effect of X on Y					
Effect	Boot SE	BootLLCI	BootULCI		
Task_comp	.3307	.0501	.2346	.4328	

Completely standardized indirect effect of X on Y				
	Effect	Boot SE	BootLLCI	BootULCI
Task_comp	.2585	.0437	.1773	.3489
Ratio of indirect to total effect of X on Y				
	Effect	Boot SE	BootLLCI	BootULCI
Task_comp	.4805	.0785	.3413	.6492
Ratio of indirect to direct effect of X on Y				
	Effect	Boot SE	BootLLCI	BootULCI
Task_comp	.9248	.3531	.5181	1.8510
R-squared mediation effect size (R-sq_med)				
	Effect	Boot SE	BootLLCI	BootULCI
Task_comp	.2297	.0525	.1309	.3367
Normal theory tests for indirect effect				
	Effect	se	Z	p
	.2604	.0437	5.9623	.0000

CHAPTER 5

Discussion and Conclusion

Discussion

The purpose of this study is to determine the impact of social networking on employee performance in the education sector in Pakistan. The research will be conducted online. In accordance with the findings of the study, social networking enhances employee performance in individuals that are social networking, and these individuals go on to use financial services, which are themselves considered components of employee performance. Furthermore, the completion of the task serves as a mediator between social networking and employee performance at the same time, allowing for more efficient communication. According to the findings of the mediation, if a person is more socially networked, he or she may be more socially contact between them, and this interaction has an impact on their employee performance. As indicated in the literature, social networking is regarded as a vital concept for routine-based decisions such as those involving planning, administration, and budgeting decisions. As shown by the current study model, there is a significant relationship between task completion, social networking, and overall employee performance.

The findings of the study revealed that the whole theory is accepted. The first hypothesis H1 of the research is "There is a positive association between social networking and employee performance," which is accepted. The second hypothesis H2 of the study is "There is a negative association between social networking and employee performance." Statistical analysis revealed that there is a significant association between social networking and employee performance, as indicated by the outcomes of the research. Employee performance is significantly influenced by social networking, which has a big impact on the consumption of financial services. The use of social networking sites may help to increase the value of financial services by increasing their visibility. The public needed a sufficient level of financial education and understanding of financial services, which would benefit them in the use and comparison of financial services. People's financial judgments, attitudes, choices, and behaviours are better understood when they

have a better grasp of financial learning. Furthermore, social networking encourages individuals to become more knowledgeable about financial issues and options. Social networking facilitates the use of financial services and the development of skills to use and evaluate the finest financial products and services that match their needs, resulting in an increase in employee productivity.

The second hypothesis, H2, states that "there is a positive correlation between social networking and task completion," which is supported by the fact that social networking has a beneficial impact on task completion. It is believed that completing the project would improve social connections as well as boost knowledge of how to plan and use financial services properly. People learn through observing and interacting with one another. The ability to form and maintain social connections may alter behaviours and understandings, as well as increase one's ability to deal with the obstacles of daily life. Individuals' social interaction leads to the formation of an associational network, which may help them improve their financial skills and knowledge, allowing them to make smart and successful financial decisions in accordance with their preferences or needs.

The third hypothesis H3 of the study is "There is a positive correlation between task completion and employee performance." This hypothesis is likewise accepted since task completion has a positive and significant impact on employee performance. Fourth, "Task completion mediates the positive link between social networking and employee performance," which is also acknowledged, will be tested to see if the combined influence of social networking and task completion on employee performance is significant. The outcomes of the study suggest that there is a partial mediation of task completion between social networking and employee performance, according to the researchers. People's sources of information and abilities are shared more effectively when tasks are completed successfully, according to the findings of the study.

Conclusion

To better understand the link between social networking and job performance, this research examines the role of task completion. For the sake of determining the interrelationships among the variables, regression and correlation analysis were used. Multiple theories are being tested in this research. According to our findings, social networking has a favorable impact on staff

productivity. Task completion is positively correlated with social networking. Task completion has a favorable effect on employee performance in the same manner.

Employee productivity is impacted both directly and indirectly by social networking. Social networking and task completion were combined as a mediator in the research, which provided and enhanced the model for describing the amount of worker performance. The findings of this research show conclusively that completing tasks on time improves employee productivity. Employee performance may be attained, particularly in places with great task completion, such as Faisalabad, Pakistan. To help Faisalabad inhabitants complete their tasks, banks and other financial institutions should provide more financial goods and services. As a result, families should be encouraged to become active members of their local communities and social groups. Using this strategy will allow them to increase in scarcity and get valuable knowledge about credit and other financial services.

Limitations of the study

Currently the study possessed different limitations:

- Although the replies of bank customers were based on cross-sectional data, they may have altered over time depending on the conditions.
- Close-ended questionnaires are used in the research, and little attention is paid to the qualitative method, which involves interviews.
- Statistics on the education industry have only been acquired from bank account holders and may not apply to the rest of society.

Future Recommendations

Currently, the study possessed different future recommendations explained given below:

- As a mediating variable, demographics such as marital status and gender are also employed in conjunction with task completion for future study.
- Time-series data may be more advanced than cross-sectional data in this investigation.
- It's possible that the research might be expanded to include additional factors in the future and be regarded a mediating variable in addition to task completion.

- Samples from different populations, such as bank employees and those from other financial organizations, might be used in future research.

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