SOCIAL MEDIA ADDICTION AND SOCIAL MEDIA REACTION: THE IMPLICATIONS FOR JOB PERFORMANCE

BY

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree

SPRING, 2022

BUSINESS STUDIES DEPARTMENT

BAHRIA BUSINESS SCHOOL

Bahria University Karachi Campus

MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	8th July, 2022	Faculty lounge	Data collection and results interpretation	
2	15th July, 2022	Faculty lounge	Discussion on hypotheses relationships	
3	22nd July, 2022	Library	Conclusions and recommendations based on research and findings	

APPROVAL FOR EXAMINATION

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Thesis Title:

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ___ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____ Date: 19/08/2022

Supervisor's Name: Miss Hadiqa Riaz

HoD's Signature: _____ Date: _____

Dedication

I dedicate my dissertation work to my family and my juniors. A special feeling of gratitude to my loving parents, whose words of encouragement and push for tenacity ring in my ears. I dedicate this work and give special thanks to my supervisor Miss Hadiqa Riaz for being there for me throughout the entire MBA thesis. You have been my best mentor.

Acknowledgement

First and foremost, all praise be to Allah to whom I am grateful for blessing me with good health to complete my thesis. I would like to extend my sincere thanks to all those who either directly or indirectly provided me with the opportunities to carry out my thesis research. I am highly grateful to my supervisor, Ma'am Hadiqa Riaz, for giving me the opportunity to work under her supervision. It was a great learning and thought-provoking experience that entailed my professional development under her kind and patient supervision. I have been very fortunate to have her guidance all along. I do appreciate the efforts my supervisor made amidst the COVID-19 pandemic and how she facilitated the conclusion of my thesis research on time.

Here, I would also like to acknowledge the contributions of Sir Khurram Adeel Sheikh, Dr. Kalpana Kumari, Dr. Mubashir Ali Khan and Sir Syed Ali Imran. It was their continuous guidance that enabled the conclusion of this thesis research within the stipulated time.

Last but not the least, I extend my deepest thanks and regards to Bahria University, for providing me with the opportunity and facilitating me with all the resources required for my thesis work.

Abstract

Purpose

The purpose of the study was to examine the impact of social media addiction, social media reaction on work-life balance, job burnout and subsequently on job performance. We look into how social media usage in the workplace affects job performance, with a particular emphasis on how job burnout and work-life balance are affected by employees' social media addictions

Methodology & Design

To test the proposed model, data was collected with the help of five point liker-scale survey questionnaire from 250 employees of different demographics. Subsequently, the data was analyzed using partial least square structural equation modelling (SEM).

Findings

The results depicted positive relation between social media addiction and work-life balance. The findings also showed that there is no relation between social media addiction and job burnout. Both social media reaction and work-life, social media reaction and job burnout showed significant associations. Job burnout and work-life balance was also supported according to the results of structural model analysis.

Limitations

The limited time to collect the data, which also led to collection of limited data were the major limitations of this study. The data collection was limited to Karachi and only a few respondents from other cities, such as Islamabad, Peshawar, and Rawalpindi. Due to this, the study cannot be generalized on a national level. A limitation of using questionnaire as the only source of data collection was also faced by the researcher, neglecting interviews, and focus groups as a data collection method.

Recommendations

We appreciate further research on how social media create diverse emotional feelings among the social media users. Considering our research is this construct, therefore we incorporate social media reaction into a single variable. However, there is a differences in anger, sadness depression, frustration, contentment, satisfaction, pleasure, happiness, and other kinds of emotional phases.

Keywords

Social media addiction, social media reaction, work life balance, job performance, job burnout, conservation of resource.

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