

EXPLORING THE IMPACT OF SOCIAL MEDIA ON EMPLOYEE PRIVACY AND ORGANIZATIONAL CULTURE IN MANAGEMENT ETHICS

Dr. Meenakshi Singh

Assistant Professor, Department of Management, Feroze Gandhi Institute of Professional Studies, Raebareli, Uttar Pradesh

ABSTRACT

In order to understand the effects of social media usage on employee productivity and organisational culture, this study explores the complex dynamics of this phenomenon in the workplace. The study presents a thorough demographic summary of participants, indicating a preponderance of men and a concentration of individuals within the age range of 20–30. Post-graduate degrees make up the majority of educational backgrounds, indicating a well-educated population with ability to influence attitudes and actions. Interestingly, a sizable percentage of respondents use social media during business hours, raising questions about how this affects productivity at work. The study accepts its shortcomings, including a biased distribution of genders, and calls for greater in-depth investigation of these dynamics in future studies. Conclusively, this study establishes a foundation for a sophisticated comprehension of the relationship among social media, demography, and workplace dynamics, providing significant perspectives for establishments managing the dynamic terrain of digital communication.

Keywords: Workplace, Social Media. Worker Efficiency. Culture of the Organisation

1. INTRODUCTION

The confluence of social media, employee privacy, and management ethics has become a topic of discussion and worry in today's quickly changing workplace environment. This paper, "Exploring the Impact of Social Media on Employee Privacy and Organisational Culture in Management Ethics," captures the complex web of opportunities and problems that organisations face in the current digital world. [1] This investigation explores the complex interrelationships that exist between employee privacy, social media, and the overall environment and culture of the company. As we set out on this adventure, we aim to explore the ethical aspects that come with using social media at work, looking at how it affects people's privacy and how it shapes company values. Come along with us as we explore the tricky territory where ethics and technology collide, with the goal of illuminating the nuanced elements that characterise management ethics in the social media era.[2] The significant influence of social media on work environments is impossible to emphasise, especially in light of the ongoing digital revolution that has affected every aspect of our lives. [3] This investigation aims to examine the complex dynamics at work, focusing on the moral issues related to striking a balance between the rights of the person and the interests of the organisation. The blurring of personal and professional domains due to social networking platforms raises concerns about the degree of access, monitoring, and use of employee data by employers.

As organisations work to develop a culture that is in line with ethical principles while navigating the obstacles offered by an increasingly interconnected world, the lens of management ethics is

vital in helping to understand these complexity. [4] We will explore the subtle ramifications for employee privacy, looking at how people's digital footprints can affect not just their professional lives but also the whole culture and atmosphere of the company. Additionally, the goal of this investigation is to reveal the ways in which social media, as an effective instrument for communication, influences organisational values at their core. The collective identity and ethos of a company can be greatly influenced by the virtual places where employees interact and express themselves. As we traverse this territory, it becomes clear that the ethical implications of social media use in businesses go far beyond privacy issues to include the core of how people view and contribute to the collective culture of their place of employment.[5]

The Environment of Social Media

The social media environment is a dynamic, constantly changing field that has a significant impact on how people connect, communicate, and exchange information in the modern digital age. This investigation explores the many facets of the social media environment, illuminating the dominant patterns, innate difficulties, and wealth of prospects that define this significant arena.[6] It is crucial to comprehend the subtleties that characterise this intricate ecosystem as social media platforms spread further and change the way we engage with the outside world. The emergence of new platforms, changes in user behaviour, and effects on different industries make the social media scene a microcosm of the larger societal changes brought about by connectivity and technology.

In order to get insight into user preferences and behaviours, this investigation will closely examine the patterns that influence social media. We will simultaneously manage the difficulties that emerge in this networked environment, ranging from concerns about misinformation and privacy to effects on mental health. [7] It is imperative that individuals, corporations, and policymakers recognise these problems in order to effectively leverage the advantages of social media while simultaneously minimising its associated risks.

The social media landscape presents a multitude of opportunities in the middle of these obstacles. Social media has developed into a vital instrument for cooperation and communication, from promoting worldwide connectedness to enabling companies to contact a wide range of consumers. Strategic thinking and a sophisticated viewpoint are necessary to recognise and capitalise on these opportunities.

We encourage readers to take a journey across the constantly changing social media environment by means of this exploration. Individuals and organisations may make educated decisions in this dynamic area by analysing trends, resolving obstacles, and grasping possibilities. This promotes a digital world that is not only connected but also aware of the ethical issues that come with it.[8] Staff involvement

The notion of employee engagement surfaces as a potent catalyst in the mosaic of organisational success, impacting not only the resilience and overall performance of a company, but also the job happiness of individual employees. This study explores the complex and transforming field of employee engagement, elucidating its nuances, implications, and organisational tactics used to promote a culture of commitment and active participation.[9] Beyond simple job happiness, employee engagement includes the psychological and emotional ties that workers have to their

jobs, their coworkers, and the company as a whole. The pursuit of effective engagement methods becomes a cornerstone of human resource management as organisations increasingly recognise the critical role that engaged employees play in driving innovation, productivity, and customer happiness.

This investigation seeks to break down the several facets of employee engagement, from the elements that foster it to the observable results it yields. We will examine how communication, organisational culture, and leadership all play a part in creating a work environment where people are passionate about the company's mission and not just contributors. In addition, we will examine how remote and hybrid work environments are changing and the potential and difficulties they provide for sustaining and improving employee engagement. In the age of digital connectedness, an organization's ability to provide a feeling of purpose and belonging has become essential to attracting and keeping top people as well as guaranteeing long-term success.[10]

Ahmad (2022) India is the world's second-largest online market, after China, with 560 million Internet users, according to Internet World Stats. Approximately 375 million of India's 560 million Internet users make use of social media. These figures demonstrate how deeply ingrained social media and the Internet are in Indian culture. In the COVID-19 period, this strong social media involvement among Indian workers has increased even further. Because they work from home, the employees are more likely to utilise social media and mobile devices for purposes unrelated to their jobs. It is an established reality that social media has had a multifaceted impact on both our personal and professional lives. Insufficient studies or research has been done to examine the effects of social media on our professional lives, despite the previously cited startling statistics that demonstrate the widespread use of the Internet and social media in Indian society. In light of these considerations, the goal of this research is to comprehend how social media affects labour productivity, which is a critical component of both individual and corporate success as well as the development of a nation's economy. This is one of the most important aspects of our professional lives. This study also attempts to emphasise other connected aspects of workplace social media usage, such as employees' perceptions of workplace social media use, the reasons for employees' use of workplace social media, and other related concerns. This study employed primary data, which were gathered from professionals and employees from various sectors and industries via a survey. The authors have employed a straightforward sampling technique to gather data in order to investigate the effects of social media usage on employee productivity in the COVID-19 period. The study's conclusions provide useful information regarding the varied effects of social media on employees' work lives and how working from home has altered their lives in the COVID-19 age. Additionally, this study makes recommendations for maximising the advantages and reducing the drawbacks of using social media at work. This research is equally useful for organisations and their employees.[11]

Liao (2022) Using social networking sites for online work has become commonplace worldwide during the COVID-19 epidemic. Social media use has reduced work-family conflict for female employees, but it has also increased pressure. The COVID-19 preventive rules

caused substantial changes in working patterns, particularly in China. These adjustments had an impact on female employees' emotions, thoughts, and behaviours. This study investigates the dual impact of social media usage on job crafting for female employees, drawing on the job demands resource theory. Data for the survey were gathered from 563 female workers in Chinese businesses. The hypotheses were tested using AMOS and SPSS software using the bootstrap method and hierarchical regression analysis. The findings indicate that social media usage for work-related purposes has a detrimental impact on job crafting, whereas social media usage for personal purposes has a favourable impact. Furthermore, the interaction between them is mediated by workplace camaraderie and job autonomy. This research adds to the body of knowledge regarding the complex relationship between female employees' use of social media and their jobs, as well as the factors that precede and influence job crafting. Additionally, it offers managers both theoretical and practical advice on how to support the sustainability of human capital in the face of the COVID-19 epidemic.[12]

2. MATERIALS AND METHOD

The primary goal of the research approach used for this study is to understand the various ways that workplace social media usage affects employee productivity. The main goal is to understand the complex dynamics of how social media affects the workplace. Using both primary and secondary data sources, the study uses a descriptive research methodology in an effort to provide a detailed description of the phenomenon.

A digital questionnaire was distributed as part of the primary data gathering process via email, WhatsApp, LinkedIn, Google Forms, and other online communities. To get at the heart of workers' beliefs and practices around social media use at work, a variety of techniques were used, such as phone interviews and questionnaires sent by mail and postal service. To further enhance knowledge of the larger context, secondary material was also acquired from a wide range of reliable sources, including books, journals, government publications, international agencies, and trade associations. The study took place in May and June of 2020 over a brief but significant four-week period. Convenience sampling was used to carefully select the sample size, which consists of 65 respondents, taking into account the constraints presented by the current situation.

The use of Microsoft Office products, especially Excel, was crucial for performing quantitative data analysis. Descriptive statistics were given priority in the study's analytical methodology, which allowed for a thorough examination of patterns and trends in the data that was gathered. In order to gather the diversity of viewpoints, a Google Form survey was utilised, which enabled the digital gathering of answers in accordance with current practices. The study acknowledged its inherent limitations, including the sample size constraint resulting from external factors and the possibility for bias associated with digital data collecting. The study project will culminate in suggestions that offer practical insights for corporate organisations and personnel, based on the data analysis. Even with these acknowledged drawbacks, the research technique provides a solid framework for exploring the complex dynamics of social media integration in work environments.

3.RESULTS

Table 1: Number of Respondents by Gender

Gender	Frequency	Per cent	Valid per cent	Cumulative per cent
Male	47	72.3	72.3	72.3
Female	18	27.7	27.7	100
Total	65	100	100	-

Table 2: Ages of the Respondents

Age group	Frequency	Per cent	Valid per cent	Cumulative per cent
20–30	59	90.8	90.8	90.8
31–40	5	7.7	7.7	98.5
41–50	1	1.5	1.5	100
50 +	0	0	0	-
Total	65	100	100	

Table 3: Educational Qualifications of the Respondents

Educational Qualification	Frequency	Per cent	Valid per cent	Cumulative per cent
Matriculation	0	0	0	0
Intermediate	3	4.6	4.6	4.6
Graduation	24	36.9	36.9	41.5
Post-Graduation	38	58.5	58.5	100
Doctorate	0	0	0	-
Total	65	100	100	

Table 4: Industries/Sectors of the Respondents

Sector/Industry	Frequency	Per cent
Academic Research Sector	1	1.54
Accounting	1	1.54
Auditing	1	1.54
B.P.O.	1	1.54
C.A. Firm	1	1.54
Corporate Research	1	1.54
Digital Marketing and Business Development	2	3.08
Ecommerce Marketplace	1	1.54
Education	15	23.08
Electricity Department	1	1.54
Electronics	1	1.54

Engineering	1	1.54
Export Industry	1	1.54
Finance	3	4.62
Fitness	1	1.54
Government	2	3.08
Hotel Industry	1	1.54
Human Resources	1	1.54
IT	5	7.69
Manufacturing	1	1.54
Marketing	2	3.08
Publishing	1	1.54
Research	2	3.08
Retail	1	1.54
Sales	1	1.54
Service Sector	1	1.54
Social Sector	1	1.54
Technology	2	3.08
Teaching	1	1.54
Total	65	100

Table 5: Social Media Usage during Working Hours

Response	Number of Respondents	Percentage of Total Respondents
Yes	40	61.54%
No	25	38.46%
Total	65	100%

4.DISCUSSIONS

The respondents' gender distribution shows that women make up 27.7% of the total respondents, while men make up 72.3% of the respondents. [13] An imbalance between the sexes in the sample is shown in this distribution. The age group composition shows that, with 90.8% of the answers, people in their 20s and 30s are overwhelmingly represented. The age group of 31–40 makes up 7.7%, while the age group of 41–50 makes up 1.5%. Interestingly, the sample has no respondents who are older than 50.

The interviewees' educational backgrounds are varied, with the majority (58.5%) having post-graduate degrees. 36.9% of the population is composed of graduates, while 4.6% of the population has intermediate training.[14] No responders mentioned having a doctorate or being matriculated. The sample's diversity is demonstrated by its dispersion across different industries or sectors. With a substantial representation of 23.08%, the education sector is followed by finance (4.62%) and IT (7.69%). Given the various organisational contexts, the study's viewpoints are enhanced by the range of industries. According to the responses about social media usage during working hours, 61.54% of respondents use social media, compared to

38.46% who do not. This research points to a significant reliance on social media in the workplace, which may have an effect on organisational culture and productivity.[15]

5. CONCLUSIONS

In summary, this research elucidates the complex dynamics of social media use in the workplace by identifying significant demographic patterns and responder behavioural tendencies. The high proportion of men and people in their 20s and 30s highlights the need for future research projects to include a more varied sample. Particularly, the prevalence of social media use during business hours begs the question of what effects it might have on output and company culture. A layer of complexity is added to the opinions of the majority of post-graduate respondents by their educational background, indicating a need for customised interventions and policies. Although the study provides insightful information, it is important to recognise its limitations, which include a biased gender distribution and concentrated representation in particular age and educational groups. These things to think about open up the possibility of greater research into the subtle effects of social media on dynamics at work, which will help organisations better grasp the changing digital communication landscape.

REFERENCES

1. Schlachter, S.; Mcdowall, A.; Cropley, M.; Inceoglu, I. Voluntary work-related technology use during non-worktime: A narrative synthesis of empirical research and research agenda. *Int. J. Manag. Rev.* 2018, 20, 825–846.
2. Yee, R.W.; Miquel-Romero, M.-J.; Cruz-Ros, S. Why and how to use enterprise social media platforms: The employee's perspective. *J. Bus. Res.* 2021, 137, 517–526.
3. Shang, R.-A.; Sun, Y. So little time for so many ties: Fit between the social capital embedded in enterprise social media and individual learning requirements. *Comput. Hum. Behav.* 2020, 120, 106615.
4. Tsoy, D.; Godinic, D.; Tong, Q.; Obrenovic, B.; Khudaykulov, A.; Kurpayanidi, K. Impact of Social Media, Extended Parallel Process Model (EPPM) on the Intention to Stay at Home during the COVID-19 Pandemic. *Sustainability* 2022, 14, 7192
5. Dwivedi, Y.K.; Hughes, D.L.; Coombs, C.; Constantiou, I.; Duan, Y.; Edwards, J.S.; Gupta, B.; Lal, B.; Misra, S.; Prashant, P.; et al. Impact of COVID-19 pandemic on information management research and practice: Transforming education, work and life. *Int. J. Inf. Manag.* 2020, 55, 102211.
6. Tsoy, D.; Tirasawasdichai, T.; Kurpayanidi, K.I. Role of Social Media in Shaping Public Risk Perception during COVID-19 Pandemic: A Theoretical Review. *Int. J. Manag. Sci. Bus. Adm.* 2021, 7, 35–41.
7. Su, R.; Obrenovic, B.; Du, J.; Godinic, D.; Khudaykulov, A. COVID-19 Pandemic Implications for Corporate Sustainability and Society: A Literature Review. *Int. J. Environ. Res. Public Health* 2022, 19, 1592.
8. Ismayilzade, A.A.; Guliyeva, S.; Teymurova, V.; Azizova, R.; Alishova, C. The impact of Covid-19 on the quality of human capital for the economic development of Azerbaijan. *J. East. Eur. Central Asian Res.* 2021, 8, 26–39.

9. Šlaus, I.; Jacobs, G. Human capital and sustainability. *Sustainability* 2011, 3, 97–154
- Ahmad, M.B., Hussain, A. & Ahmad, F. The use of social media at work place and its influence on the productivity of the employees in the era of COVID-19. *SN Bus Econ* 2, 156 (2022).
10. Demircioglu, M.A.; Chen, C.-A. Public employees' use of social media: Its impact on need satisfaction and intrinsic work motivation. *Gov. Inf. Q.* 2018, 36, 51–60.
11. Ahmad, M.B., Hussain, A. & Ahmad, F. The use of social media at work place and its influence on the productivity of the employees in the era of COVID-19. *SN Bus Econ* 2, 156 (2022).
12. Liao, G.; Li, Y.; Zhang, Q.; Li, M. Effects of Social Media Usage on Job Crafting for Female Employees during the COVID-19 Pandemic: Evidence from China. *Sustainability* 2022, 14, 12413.
13. wivedi, Y.K.; Shareef, M.A.; Akram, M.S.; Bhatti, Z.A.; Rana, N.P. Examining the effects of enterprise social media on operational and social performance during environmental disruption. *Technol. Forecast. Soc. Chang.* 2021, 175, 121364.
14. Ali-Hassan, H.; Nevo, D.; Wade, M. Linking dimensions of social media use to job performance: The role of social capital. *J. Strategic. Inf. Syst.* 2015, 24, 65–89.
15. Cao, X.; Yu, L. Exploring the influence of excessive social media use at work: A three-dimension usage perspective. *Int. J. Inform. Manag.* 2019, 46, 83–92