

SIGNIFICANCE OF SOCIAL MEDIA NETWORKING ON KNOWLEDGE SHARING AMONG IT EMPLOYEES

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ABSTRACT

"Knowledge sharing" is the act of capturing, orchestrating, and sharing information in an organization. The goal is simple: to share insights, processes, and information among employees rather than letting these well-deserved resources go to squander. Social Media networking alludes to the use of web-based and mobile technologies to change communication into an interactive dialogue. Social media takes on different forms of magazines, Internet forums, microblogging, weblogs, social blogs, wikis, pictures, podcasts, video, rating and social bookmarking. Social media nowadays plays an important role in individual's everyday life and the usage of social media networking has become more important as a way of communication in recent years. Several trends have been identified and analyzed regarding the transformation of knowledge into a social business. There is an increased adoption of social technologies like Facebook, Twitter, LinkedIn etc and adoption of mobile platforms and other tablet devices. Social media is media for social interaction as a superset beyond social communication and there are pros and cons of using social media. The purpose of this study has to identify the role of the employee's demographic profile with altruism, collaboration and internal branding. The descriptive research design used and convenience sampling technique applied in this study. t-test and One way ANOVA is used for the data analysis. The result of this study has several implications for the organization and the employees. The implication arising from the study informs the role that social media technologies can be collectively integrated into work practices among the employees in the organization.

KEYWORDS: Altruism, Collaboration, Internal Branding, Knowledge Sharing & Social Media