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A Study on Analyze Social Media Impact in Corporate Culture

Dr. K. Parthiban¹, Mr. S. Kalaiarasan²

Assistant Professor, Department of MBA, Nandha Engineering College (Autonomous), Erode, Tamil Nadu, India¹

MBA Student, Department of MBA, Nandha Engineering College (Autonomous), Erode, Tamil Nadu, India²

ABSTRACT: The effect of social media on organizational culture is examined in this research. This paper's methodology was to discuss the importance and applications of social media development for businesses. After a brief presentation to social media, organizational culture is inspected through the focal points of commerce teach, working environment practices, work environment concordance, communication, and trade centre. Employees from diverse organizations are surveyed using a self-administered questionnaire via email and a variety of social media platforms. It has been discovered that the creation and use of social media for business-related activities within businesses has a significant impact on corporate culture.

KEYWORDS: social media, corporate culture, workplace behaviours, organizational culture,

I. INTRODUCTION

Social media networking has become a powerful tool for communication, enabling individuals to share their opinions freely, regardless of their occupation, social class, or economic status. This digital platform allows people to express themselves anytime and anywhere, significantly impacting both personal and professional spheres. In organizational contexts, social media plays a crucial role in enhancing communication and fostering brand recognition. It aids in recruiting talent and delivering better customer services, thereby building customer loyalty. Moreover, social networks bridge cultural gaps within the workplace, helping employees develop a professional attitude and work in an up-to-date environment.

It can distract workers from their assigned tasks and responsibilities, posing significant security and privacy risks that may disrupt the workplace atmosphere. Despite these challenges, focusing on the cultural aspects of companies and their business operations is essential to achieving enhanced performance.

II. STATEMENT OF THE PROBLEM

Social media has become an integral part of daily life, influencing various aspects of personal and professional environments. Corporations are increasingly utilizing social media platforms to enhance communication, collaboration, and engagement among employees. However, the impact of social media on corporate culture remains a complex and multifaceted issue. Despite its widespread use, there is limited understanding of how social media interactions shape corporate values, employee behaviour, and overall organizational culture.

OBJECTIVES OF THE STUDY

- To investigate a social media engagement level and their perceptions of corporate culture.
- To Analyse the impact on social media in corporate culture.

SCOPE OF THE STUDY

- The study will consider organizations operating in diverse geographical regions to understand the global impact of social media on corporate culture.
- The study will explore how social media affects internal communication practices, information sharing, and the overall communication climate.

LIMITATIONS OF THE STUDY

- The study may not fully capture the diversity of corporate cultures across different geographical regions and industries due to sampling constraints.



- Data collected through surveys and interviews may be subject to self-reporting bias, where participants might not accurately reflect their true feelings or behaviours

III. RESEARCH METHODOLOGY

The process used to collect information and data for making business decisions involves various methodologies. These may include publication research, interviews, surveys, and other research techniques, encompassing both historical and present information

RESEARCH DESIGN

Research Design refers to the overall strategy that we choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring that we will effectively address the Research Problem.

DESCRIPTIVE RESEARCH

Descriptive research is a research method describing the characteristics of the population or phenomenon studied. This descriptive methodology focuses more on the “what” of the research subject than the “why” of the research subject.

DATA COLLECTION

1. Primary Data Source
2. Secondary Data Source

SIZE OF THE SAMPLE

The Sample size is 100.

TOOLS USED

The Tools used in the Study,

1. Chi square analysis
2. Ranking analysis

III. REVIEW OF LITERATURE

Andhi Supriyadi, Anwar Sanusi Abdul Manan, (2017) examined Performance of Manufacturing Employees through variables as Organizational Culture, Compensation, Organizational Commitment, and Organizational Citizenship Behaviour in the garment company in the Regency of Semarang, Indonesia considering sample as 120 employees.

Dr. Oluwafemi Emmanuel, (2016) explored relationships between Organizational Culture and Organizational Performance. This paper explores the notion and the understanding of the concepts of Organizational culture and Organizational performance.

Dr. Liljana Siljanovska, (2015) examined the Influence of social media on Organizational Communication through a Case Study in Republic of Macedonia by observing different companies and interviews of employees, managers and competent officials for development of Organizational communication.

ANALYSIS AND INTERPRETATION:

CHI SQUARE

H₀ = There are no significant relationship between age and disturbance of social media of respondents

H₁ = There are significant relationship between age and disturbance of social media of respondents

S.NO	PARTICULARS	OBSERVED VALUE					TOTAL
		A	B	C	D	E	
1	AGE	6	60	34	0	0	100
2	DISTRUBANCE OF SOCIAL MEDIA	6	24	46	18	6	100
		12	84	80	18	6	200
		EXPECTED VALUE					



1	AGE	6	42	40	9	3	100
2	DISTRUBANCE OF SOCIAL MEDIA	6	42	40	9	3	100
		12	84	80	18	6	200
			CHISQUARE	0.00			

CHI SQUARE=X1=0.00

INTERPRETATION

Hence, from the analysis it is calculated that, there are no significant relationship between age and disturbance of social media of respondents.

RANK ANALYSIS

S.NO	COMPONENTS	MEAN SCORE	TOTAL SCORE	RANK
1	Employee Engagement	188	1692	3
2	Brand Awareness	175	1750	1
3	Internal Communication	198	1584	4
4	Coordination	247	1729	2
5	Innovation at work	258	1548	5
6	Communication	280	1400	6
7	crisis management	329	1316	7
8	work life balance	330	990	8
9	innovation & knowledge sharing	364	728	9
10	Collaborative	381	381	10

From above this table, it is evident that:

- Brand Awareness is ranked as no. 1 with a total score of 1750.
- Coordination is ranked as no. 2 with a total score of 1729.
- Employee Engagement is ranked as no. 3 with a total score of 1692.
- Internal Communication is ranked as no. 4 with a total score of 1584.
- Innovation at work is ranked as no. 5 with a total score of 1548.
- Communication is ranked as no. 6 with a total score of 1400.
- Crisis management is ranked as no. 7 with a total score of 1316.
- Work life balance is ranked as no. 8 with a total score of 990.
- Innovation & knowledge sharing is ranked as no. 9 with a total score of 728.
- Collaborative is ranked as no. 10 with a total score of 381.

IV. CONCLUSION

The study analysing the impact of social media on corporate culture, it is evident that social media platforms wield significant influence on organizational dynamics. The findings underscored how these platforms facilitate communication, enhance transparency, and contribute to employee engagement. However, challenges such as maintaining privacy, managing distractions, and handling potential reputational risks were also highlighted. Moving forward, organizations must adopt balanced strategies that harness the benefits of social media while mitigating its drawbacks. This approach ensures that social media integration aligns with corporate values and fosters a positive, cohesive organizational culture conducive to productivity and innovation.

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