The Role Micro-Blogging Plays in Informal Communication and Knowledge Sharing Activities Within Universities: A Review of The Literature

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ABSTRACT

Micro-blogging is one of the most common informal social networking tools these days. Micro-blogs, a comparatively new phenomena, have changed the business world in a positive way with encouraging and providing a variability of impressions on collaboration and managerial novelty which growing very fast and becoming very popular among large organizations. Microblogging is considered as an opportunity that will finally enhance the employment engagement and providing a variety of effects on co-operative work (e.g., relational benefits & personal benefits to organizations). Until now, using enterprise social networks (ESNs) have been receiving increasingly more attention in business sectors such as multinational technology companies and practice over the past years, this article will review the biggest existing gap that is using internal social networking enterprise in academia.

KEYWORDS
Informal Communication, Knowledge Sharing, Micro-Blog, User Engagement, Yammer

1. INTRODUCTION

Employee engagement is considered as important element for organization’s success, although various factors are influencing employee engagement at its performance level; For instance, human resource strategies, leadership style and culture prevailing inside of an organization are considered as main elements which impact on employee engagement (Khan, 2013).

Many studies have shown that employee engagement has been illustrated to be related to greater organizational productivity and profitability (Schroeder, and Modaff, 2018). According to Kahn (1990), engagement was introduced as “The harnessing of organization member’s selves to their work roles; in engagement people employ and express themselves physically, cognitively, and emotionally during role performances”. Although there are other definitions besides Kahn, Saks (2006) believed that “Engagement is not an attitude; it is the degree to which an individual is attentive and absorbed in the performance of their role”.

Although scholars have explained that employee engagement have divided into dimensional concept including physical, emotional, and mental components, Kahn (1990) claimed that workers are careful about members of groups and thus, they try to protect themselves from both being separated and being overwhelmed by instead of pulling away from and moving towards their memberships (Schroeder. and Modaff, 2018).

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According to Homans (1958) (1974), social exchange theory’s roots are in economics, phycology and sociology and this theory involves multiple series of interactions among different groups or different people and resulting to commitments. Therefore, by using social exchange theory can help to analyse employee engagement from a commitment viewpoint (Schroeder and Modaff, 2018).

Cropanzano and Mitchell (2005) said that this theory is useful to employee engagement research since employees and managements have two-way relationships in which interactions are continuously occurring.

Schroeder and Modaff (2018), has done an empirical study on employee engagement inside and outside of the organization by doing semi-structured interviews. They have reached into three dimensions. The first dimension was the idea of expressing their engagement in a best way by making themselves visible through showing up and getting involved in the group (Schroeder & Modaff, 2018). The second dimension was creating personal connections with other colleagues to connect their engagement at work. Third dimension is related to being “brand ambassador” was a way for staffs to express their engagement communicatively. Thus, from the result, employees presented their engagement to other inside and outside of organization through external displays which is mentioned above. Also, from the research they have done, social exchanges happened among the organization when that employee engagement was a direct response to the exchanges occurring between these multiple shareholders and workers (Schroeder and Modaff, 2018).

Previous studies have shown that organizations with engaged employees have greater organizational achievement through greater profitability, efficiency, stockholder returns and consumer satisfaction (Crawford, LePine, & Rich, 2010; Macey and Schneider, 2008). Furthermore, engaging employees at workplace has driven creativity and innovation. There is a need for a business in order to understand the influential employee engagement and the result from the aspect of employee observe and evaluate their job experience, such as manager, its leaders, the job itself and the work’s area. Thus, with many benefits that come from engaging workforce at workplace, the expectation in a business world will change and enhance the knowledge sharing (Kular et al., 2008). Although, one of the first challenges illustrated by the knowledge sharing is about a common definition of employee engagement; Aside from the definitions were mentioned before, Kular et al. (2008) defined coworker engagement as the connecting of organization member’s selves to their work characters; and to be more clear members make use of themselves physically, intellectually and emotionally while they are performing in engagement. Despite the fact that some people claim that employees are engaged only there is a positive impact towards work, others proposed that if there is a more authentic sharing of responsibility among management and workers over issues of material, the meaning of employee engagement has become worthwhile. One of the main reasons of employee engagement is for workers to have an effort into decisions that are made in companies and have a chance to feed their opinion upwards (Kular et al., 2008). Previous study has shown when employee have higher involvement in workplace, it can generate the positive beliefs and attitudes related to employee engagement and even these operations can develop the flexible behaviours which raise performance (Kular et al., 2008).

As it is said before that engaging workforce has generated innovation and creativity. Thus, it is important to understand the influential worker engagement and the result received from the aspect of worker’s observe and also, employees, manger can assess their job experience. Therefore, since engaging employees deliver many benefits to organizations, the expectation in a business world will change and enhance the knowledge sharing (Kular et al., 2008).

Thus, with all benefits that come from engaging workforce at workplace, the expectation in a business world will change and organizations should find new approaches to engage their employees to solve their maximum demanding issues.

In order to form effective strategies for an organization, social media and collaboration technologies are essential tools and all are presently being underutilized. From different viewpoint, it might mean to seek for technologies and platforms are not yet used generally to organization.
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