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IMPACT OF CULTURE ON SOCIAL MEDIA USAGE WITHIN PUBLIC - PRIVATE ORGANIZATIONS USING TECHNOLOGY ACCEPTANCE MODEL.

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Abstract: Social Media and other web technologies have experienced an extraordinary rate of growth over the past few years. This conceptual paper aims to propose the innovative link between Corporate Culture and Social Media usage, supported by Technology Acceptance Model. For the sake of content sharing and social networking, Social Media has gained so much presence everywhere, over recent years. Substantially, technology is socially and culturally fashioned in such a way that it cannot be detached from human beings. To understand the link between the culture and usage of Social Media, respondents from Malaysian Public and Private Universities are identified to explain this relationship. In this regard, a questionnaire will be developed from reliable scales. This study adopts Technology Acceptance Model by Davis (1989) as its supporting framework to theorize the relationship between Perceived Usefulness and Perceived Ease of Use. This research will contribute towards bridging the gap that exists in the literature regarding using of Social Media in public and private organizations. This study will be helpful in attaining the stated objectives. Specifically this study will contribute towards the provision of the evidence of Social Media usage amongst public and private organizations, provision of the evidence if culture influences Social Media usage, provision of the evidence on the mediating effects of Technology Acceptance Model between corporate culture and Social Media usage, provision of knowledge that might allow stakeholders to increase the application of Social Media communication which in turn can produce considerable economic benefits..

1. INTRODUCTION

Social Media and other web technologies have experienced an extraordinary rate of growth over the past few years. Social Media has taken a very important place in routine life of people because people make, like and share the online content available on Social Media. Because of its presence everywhere, the importance of Social Media is visible to everyone.

For the sake of content sharing and social networking, Social Media has gained so much availability everywhere in recent years. Social Media's presence has made it possible for one person to communicate with hundreds or even thousands of people at a time, online. You have made a very strange choice of not getting in touch with the conversation about your organization if you are not involved with Social Media.

Similarly, Social Media usage within organizations is growing massively. Organizations have started to create and uphold their Social Media public forums to increase their presence on social network, increase people's interest in their organization and building the relationships with their online customers. Most of the studies about usage of Social Media are done from individual perspective while few are from the organization's perspective[11]. Most of the research about Social Media is from marketing perspective of organizations. A limited known research has been done on Social Media with regards to communication within organizations and knowledge sharing purpose.

A recent study showed that seeing the permeate nature of Social Media like Twitter or Facebook, and its likely nature to affect the workplace, it is surprising there is a scarcity of research on its use in the workplace and as a form of communication[8]. So, this paper proposes a study which will find out that at what level Social Media usage, stands within a corporate culture.

Out of total world population of 7.3 billion (as of year 2015) 3.17 billion people can access the internet and 2.3 billion are dynamic users of Social Media. Meaning that out of the people

who can have access to internet, 73% of them are using Social Media actively[2].

A recent survey gives some statistics about usage of different Social Media platforms. Having more than 1870 million users, Facebook is ruling the market with 18% of total market share, leading by 7% of its closest market competitor, which is also owned by Facebook, i.e; WhatsApp. Following these two Social Media forums, there are some other platforms with QQ (9%), WeChat (8%) and Ozone (7%) together having more than 600 million users. After this comes a cluster of some other Social Networks as Tumblr (6%), Twitter (4%) and Instagram (4%) [13].

2. Purpose of the Study

The purpose of this study is:

To find out the role of corporate culture in determining the usage of Social Media amongst public and private organizations

To analyze Social Media usage and its traffic (volume) among the staff in public and private organizations

To establish the rate of Social Media usage amongst employees at different working levels in these organizations

To establish a holistic conceptual framework, integrating models for corporate culture and technology acceptance, for the purpose of analyzing Social Media usage within organizations.

Past studies show that there is a difference between corporate culture of public and private sector organizations so this paper proposes to study both organizations to have an understanding of both schools.

3. Research Questions

The study aims to answer the questions like,

How does culture influences usage of Social Media among staff in organizations?

What is the rate of Social Media usage among staff of both types of organizations?

Are there differences in Social Media usage and volume (traffic) in organizations?

How can the constructs in Technology Acceptance Model help in understanding Social Media usage among staff?

Social Media users generate content and interact on the platform making it a type of web 2.0 product. Hence individual's involvement and engagement are important drivers of Social Media usage intention and actual usage[14].

4. Technology Acceptance Model (TAM)

The study adopts Technology Acceptance Model (TAM) as its conceptual framework. Davis established TAM to explain what factors decide to the acceptance of computer technology and ICT. According to Davis technology is adopted by individuals because of its Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) as the main determinants of technology. Where Perceived Usefulness (PU) reflects the degree to which an individual believes that using a specific system would enhance his performance. Usefulness refers to the capability of a technology to reduce time and achieve better efficiency and accuracy in the tasks[9]. Whereas Perceived Ease of Use (PEOU) reflects that using a specified system would be easy or difficult[4]. PEOU refers to the point to which a person believes that a specific system will be easy to use or not. Even though PU is a stronger determinant of technology usage but PEOU is also important[9].

5. Culture

Many researchers have established integrated frameworks of culture within organizations but there is a limited agreement with regard to a general cultural theory. This is because of the reason that culture is a multifarious phenomenon, stretching from beliefs and assumptions to visible structures and practices. Due to this complexity, some researchers have argued that whether the culture can actually be measured in a comparative manner[6].

Having technology adoption as one of the variables for this research, the researcher believes to have cultural model proposed by Denison and Mishra[3]. The Denison model is based on four cultural traits of effective organizations. These four traits are Involvement, Consistency, Adaptability and Mission[3].

6. Research Model and Proposition

Perceived Usefulness means the degree to which individual believes that using Social Media would enhance his efficiency for communicating and knowledge sharing with his colleagues. Similarly, the user believes that using Social Media platform is very easy to use (PEOU). Technology is socially and culturally constructed to a greater extent and it is connected to human beings. The usage of new technologies is highly affected by culture because culture influences lifestyle, and life style in turn, influences the way individuals communicate and interact with these new technologies. Online social networks have become a cultural phenomenon[12]. Based on the above discussions, following propositions are being proposed:

Proposition 1: Corporate Culture influences the Perceived Usefulness (PU) of Social Media usage in organizations.

Proposition 2: Corporate Culture influences the Perceived Ease of Use (PEOU) of Social Media usage in organizations.

Proposition 3: Perceived Ease of Use (PEOU) influences the Perceived Usefulness (PU) of Social Media usage in organizations.

Proposition 4: Perceived Ease of Use (PEOU) influences Social Media usage in organizations.

Proposition 5: Perceived Usefulness (PU) of Social Media usage in organizations.

Proposition 6: Intention to Use Social Media, influences Social Media usage in organizations.

7. Conceptual Framework

The paper intends to propose and appropriate research framework and research design to examine the relation between various constructs discussed above. The proposed research framework is based on the proposed model, as shown in the figure below:

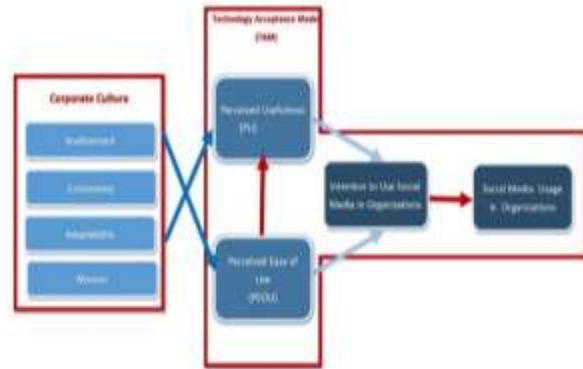


Figure 4 : Conceptual Framework

8. Research Design

The following discussion explains and justifies the research design as well as detailing its administrative procedures or operational framework to examine the data. Quantitative method technique is the proposed research design for this study as many instruments for survey based research have been developed for the cultural model as well as TAM[5]. Even though a school of thought says that quantitative methods like surveys are not very good for studying the cultural differences[7]. But conversely another school of thought says that survey methods is the core method for measuring the constructs of both, culture and technology acceptance models and their interrelationships[10].

9. CONCLUSION

The main objective if this study is to present and conceptually examine the relationships of the theoretical model among the dimensions of Corporate Culture and Technology Acceptance Model. This research will contribute towards filling the literature gap regarding using of Social Media in public and private organizations, as discussed that there is limited research on usage of Social Media within organizations for official communication and knowledge sharing. Most of the past research has focused on marketing impacts of Social Media only. So, this study will be a novel in its nature and will be helpful in attaining the stated objectives. Specifically, this study will contribute to the body of knowledge in the following areas as providing evidence of Social Media usage amongst public and private organizations, providing evidence that whether corporate culture influences Social Media usage, providing evidence

on the mediating effects of Technology Acceptance Model between corporate culture and Social Media usage, providing knowledge that might allow stakeholders to increase the application of Social Media communication Which in urn can produce considerable economic benefits.

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