How Does This Benefit Me?  
An Employee’s Value Perception of Enterprise Social Media

TREO Talk Paper

Jeff Cummings  
University of North Carolina Wilmington  
cummingsj@uncw.edu

Abstract

Since the term Enterprise 2.0 was first coined in 2006 (McAfee, 2006), companies have sought to incorporate social media within the organization. These traditionally public technologies were touted as the next solution to employee relationships, knowledge management and information sharing. However, while the promise of these technologies for organizations continued to be promoted, the benefits seemed to elude many organizations who had implemented such technologies. With projections suggesting a continued increase in enterprise social media, how can we ensure the increased use of these technologies by organization?

Through the lens of customer value theory, the research presented here explores the use of Enterprise Social Media Networks (ESN) by examining employee’s intention to use these technologies. Customer value theory has been researched extensively in the marketing literature as a way to understand how products provide value (e.g. functional) to customers (see Flint et. al, 2002 for further examples in the marketing literature). In IS, research has examined customer value to understand a user’s satisfaction with a company’s public social networking site (Chow and Shi, 2015). Using this as a basis for model development, the current research aims to provide insights into an employee’s value placed on social media technologies located internally to the organization.

Customer value can be evaluated across three dimensions: functional, social and emotional. Functional value examines the quality of the information and economic benefits the technology affords. The social dimension considers how these technologies may be able to enhance social well-being and relationships with the organization. This dimension examines the interactivity, collaboration opportunities and social presence of ESN. Finally, the emotional dimension, or affective state of the employee, examines the entertainment value an employee gets from using these technologies. A model will be presented and discussed with the intention to receive feedback on possible improvements. The goal is to understand how an employee’s view of the value of ESN may inhibit or encourage adoption of ESN.

References

