

**WORK-RELATED SOCIAL MEDIA AND INNOVATIVE WORK BEHAVIOR:
SPECIAL REFERENCE TO GENERATION Y EMPLOYEES**

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INTRODUCTION

The lack of innovation within the country is a phenomenon observed within the corporate world. The Global Innovation Index (2021) of Sri Lanka reports that the country's innovation level is low compared to 2015. When exploring the reasons for the low innovation within the country, it identifies that the lack of innovative work behaviour of employees within the corporates is one of the main reasons. Yuan and Woodman (2010) define employee creative work behaviour as the development, adoption, and implementation of new ideas for products, technologies, and work methods by employees. To improve innovative employee behaviour, the factors that could influence this must be considered.

Users rely on social media platforms to learn about their communities, businesses, politics, lifestyles, and for sheer amusement. For instance, President Donald Trump and former President Barack Obama have shared updates on national policies and forthcoming events via various social media platforms, particularly Twitter. People first used social media platforms like Facebook, Twitter, Instagram, and LinkedIn to share their experiences. They share product reviews, details about service, dietary or health-related advice, product cautions, usage hints, etc., as consumers. Due to the high number of "connections" people have on social media, this information starts to impact customers and their purchasing decisions.

When identifying these factors, work-related social media could be considered as one of the factors which could influence innovative work behaviour. Previous studies have claimed that work-related social media influences creative work behaviour. The work-related social media means that workers might use social media in the workplace to locate information relevant to their jobs or to learn new skills they can utilize while on the job. When analyzing social media usage, Sri Lanka Digital reports that 36.8% of the population are social media users. Moreover, Generation Y is considered the most active people in technology compared to other age groups. Therefore, it creates a requirement to identify the influence of work-related social media on innovative employee behaviour within generation Y. Thus; the current study examines the impact of work-related social media usage on employees' innovative work behaviour regarding generation Y segmentation.

The current study attempts to make several empirical and managerial implications. As per the researcher's knowledge, the studies conducted on the relationship between work-related social media and innovative behaviour within the Sri Lankan context are scant. Moreover, previous studies have identified that the influence of work-related social capital on employee creative work behavior needs to be validated in a different context. From a managerial perspective, the current study attempts to provide initiatives to managers concerning the utilization of work-related social media to promote innovative employee work behaviour.

METHODOLOGY

"Innovative work behaviour is an individual behaviour that intentionally introduces new and useful ideas, work processes, products and procedures in the workplace" (Siregar et al., 2019). When considering how to promote innovative work behaviour within the workplace, according to Business Victoria, managers can assist people in being more productive by establishing a workplace culture that encourages innovative thought and action, such as making innovative core values within the organization, hiring employees within different perspectives and give time and space to employees for generating and discuss openly and come up with new ideas. Furthermore, it has been identified that creating innovative work behaviour within the organization helps to increase competitiveness by offering a higher quality of products at a low cost. Moreover, they emphasize that identifying factors that affect innovative work behaviour is essential.

In identifying these factors, work-related social media is considered one possible factor. Social media is an emerging digital communication channel that provides a user-oriented information sharing platform where any people can generate or access information material as both an information supplier and consumer. McDermid (2022) identified specific types of social media tools that employees can use in their workplace, such as; content curation tools, social media scheduling apps, content creation tools, and the most important tool is social media analytic tools which is the most popular social media tool in current society. Employees can maintain a specific number or an ultimate number of audiences through these platforms.

They are using social media can make communication between people more accessible, regardless of distance. Most employees use social media mainly to take mental health breaks from the continuous workload. It helps to improve employee engagement. It may assist boost cohesiveness and team bonding in the company because it is a more natural manner of making relationships. "Millennials" have transformed how we think, work, and interact. Considering the above factors, it can conclude that these social media platforms play a massive role with every employee to make their life more productive and smoother. Thus, the previous literature has attempted to identify the influence of Work-related social media on employees' innovative work behaviour.

The previous empirical studies identify a relationship between Work-related social media usage and employees' innovative work behaviour (Bodhi et al., 2022). Past studies revealed that employees' ability to generate, obtain and share information is encouraged by their usage of social media, which improves their innovative work performance. Further, it was identified that to enhance employees' effectiveness and productivity, they must have the ability to generate new ideas through social media platforms. Social media platforms enhance employee creativity in the workplace (Liu et al., 2018). Therefore, based on the empirical evidence, it can be proposed that there is a significant impact of work-related social media on employees' innovative work behaviour with particular reference to generation Y. Hence, the below hypothesis is advanced.

H₁: There is a significant impact of work-related social media on innovative work behaviour.

Based on the above-advanced hypothesis, the below conceptual framework (Figure 1) is constructed.

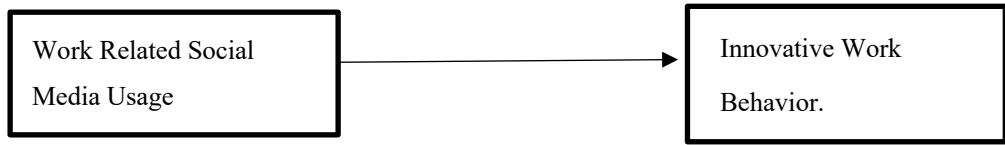


Figure 1 Conceptual Framework

This research was designed under the positivism philosophy and deductive research approach. The study's unit of analysis was individual, and a convenience sampling technique was used. The quantitative survey research method is deployed for the current study. The sample size considers 160 employees who work in any organization representing the generation Y segment. A self-administered standard questionnaire was developed to collect data from the respondents. The data was collected through an online platform, and it was measured by the tool IBM SPSS software (25 versions). The questionnaire was made using Microsoft Excel 2018.

RESULTS AND DISCUSSION

The majority of the sample consists of females, 51.9%, whereas the rest is males. Moreover, 53.1% of the sample are undergraduates, while the minority comprises 8.1% of secondary education. Approximately 30.6% of the sample spends on social media from 2 hours – 4 hours. In addition, WhatsApp and Facebook are the two leading social media types users utilize. The data was tested based on reliability, validity, and linearity to ensure the study's accuracy. According to the study, Cronbach alpha values of work-related social media usage and innovative work behaviour are 0.820 and 0.854, respectively. These values are higher than the benchmark value, 0.7, and it can be concluded that the measurement items used in the questionnaire are reliable.

The hypothesis of the study was tested by carrying out a regression analysis. The R square value is 0.193 at the 99% confidence level. Thus it can be concluded that when Work-related social media usage increase by 100%, innovative work behaviour increase by 19.3% at a 99% confidence level. Thus, it can be concluded that there is a significant positive impact of Work-related social media on innovative work performance, with particular reference to generation Y. Moreover, these findings align with the previous Work (Bodhi et al., 2022; Liu et al., 2018).

CONCLUSION AND IMPLICATIONS

The current study attempts to identify the reasons for the lack of innovations within the Sri Lankan context. The current study identifies a significant impact of Work-related social media on innovative work behaviour. Moreover, this study contributes to the organisational context in identifying the importance of Work-related social media to improve employees' innovative behaviour.

The organizations could initiate activities to enhance the employees' innovative work behaviour. The managers should encourage the staff to utilize social media for Work-related activities by scheduling meetings to discuss work-related matters, exchanging work-related documents through social media platforms, etc. Further, it has been identified that the

engagement of workers on social media enhances employee and stakeholder competitiveness. Finally, the current study recommends improving the usage of social media in organizations to increase the level of innovative work behaviour of the employees.

Keywords: Generation Y, innovative work behaviour, work-related social media usage.

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