

The Impact of Social Image of Employee on the Performance

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ABSTRACT

Social image is creating a drastic change at workplaces, and organizations are increasingly interested in adaption of it for their business processes. The goal of using the social image on the job may differ, but it is essentially the building and sharing of social networks. The effect that social image is used on employee performance and the mediating effects of an organizational framework were investigated in this empirical study. Social media is a forum that links people within and outside organizations and interacts with one another. Social image offers not only a complete management of knowledge but also very simple and flexible management tools. Currently the social image applications available in organizations play an important role in human interaction. Workplace employees use online applications because these applications provide operational efficiency. In this competitive environment, social image has become an important need for corporate design. Organisation, because of use of the social picture, can face opportunities, challenges, weaknesses and strengths. In terms of uploading content, for example, social image offers an opportunity for the organization. It can become a threat, on the other hand, and rivals can use shared knowledge. In the same way, the social picture of companies can be poor if it adversely impacts their profitability. When used to build relationships and to develop the capacity of employees, social images may become the strength of the organization. Although social representation plays an important part in the performance of employees, social image in the workplace was of minor importance. Employee efficiency is improved by the use of social photos at work. When workers use their social image for their personal and official workplace tasks, their awareness is improved and their skills are strengthened by the use of social image. In addition, an integral social image reduces the workload and increases the value of social images in workplaces. This value enables businesses to build and efficiently use a deepened understanding of social image platforms.

1. Introduction

Today, individuals communicate easier and faster due to accessibility of the Internet. However, when employees are distracted with social image, it can become a concern for organizations. Yet it may become a problem for companies when workers are overwhelmed by social image. In the form of social images, communication has brought together people all over the world. Social images are definable as where people communicate and are connected to the Internet using online platforms. The social picture not only allows individuals to interact with a single person, but can also choose to talk to many others, even if in different places. People may also take part in a variety of events, e.g. download images, upload videos and share information electronically. The social picture reduces the issue of long-distance contact with others and accelerates people's ability to communicate at any time. Users publish their professional picture to the media, demonstrate their expertise, contact other specialists and even scan for prospective industry candidates. The influence of the organizational structure on the success of the organization is how well an organization is achieving its goals. Literature suggests that a hierarchical framework is built in a complex setting that has a negative effect on organizational performance. Organizations with no money to invest in development infrastructure on a large scale now have the ability to take advantage of numerous applications for social identity and engage in Community construction activities. Although there are wider consequences for social identity, job performance and organizational structure within organizations,

there is no definitive evidence from previous studies to establish the connections between these variables. This work therefore aims at solving the deficiency found and offers practitioners practical implications.

For their professional advantages, any company uses social network sites, including customer relationships. It's time for businesses to grow workers in changing environments and thus become the need. Productivity and earnings dependent on the success of their employees and their employees are linked closely to social networks. Social networks create risks, possibilities, threats, weaknesses and strengths for organizations in other respects. Risk in such a way that the social networks are means of communication in real time, Installation of information that the organization might never want to share with people outside the organization can communicate and disseminate immediately. In that sense, the employee of the competitor exchanged knowledge about the potential social media approach that can be used for the good of the company. Organizations may pose a challenge as their workers share internal corporate knowledge in their support networks, which their rivals can use. If its productivity is negatively influenced by social image, organization weakness may be. The same social image enhances businesses as workers are created, handled, gathered and trained information on their employee behavior. This is used to create good relationship between employees. Public identity affects banks because it affects employee performance, efficiency, expertise / knowledge and a degree of motivation. Banks have a social image in building relationships between employer and staff through increased skills, production, motivation, and

knowledge. Banks assess and maintain their employees' social image and manage their contributions. Banks use social networks to guide their employees for ethical behavior while representing the company.

2. Literature Review

Some literatures were reviewed in regard of this study. This includes previous study on performance management of employees, its variables, social image and its impact on employee's performance.

Somani and Gupta (2017) you will note that many companies are seeking to keep workers in their everyday job with a high degree of motivation. This is because companies rely on their workers at the productivity rate, on the delivery of products or services and photos. For its success control, companies maintain close contact with their employees. A collective image of a day plays a role in everyday life. Companies may track their success through the social media activities of employees. For the performance review, employees in corporate activities can create informal social network groups and share information about organizations in real time.

Purdy, C. (2016) He says it was really easy to reach employees by sending emails and posts in a little older time. Now, as everyone becomes addict to it, the social picture has changed. Organizations continue to follow social networks to share information and information with their staff throughout the organization. To this end, organizations design social image communication strategies to take an eye on their performance-affecting activities, to share information about real-time bases, increase their knowledge and use such platforms as a learning mode to increase employee performance.

Ehrlich, S. Z. et al. (2016) concluded that the social picture has an impact on the success of workers by growing their experience, skills, encouragement and close associations. Social networks include people who create businesses with stories, often with intentions or sometimes without intentions. These stories may yield results in terms of high employee performance or vice versa. Organizations create policies about who can write and post information on social networks about the company to what degree and with whom it can be shared.

Sokoll, W., & Press, J. (2015) elaborated that organizations divide employees in five different categories according to their habits of response on social networks and manage their performance productivity by designing programs for them.

- 1: Creators (those employees who give ideas on their status updates).
- 2: Critics (those who assess and criticize other's ideas to make perfect implication of ideas).
- 3: Collectors (people those collect good information by scanning environment).
- 4: Spectators (these are silent readers who can follow ideas and strategies of other workers).
- 5: Inactive (these are kind of people who never do anything their self just follow instructions blindly).

Collins and Clark (2017) find the top management use of social networks creates competitive advantages for an organization. They claim that companies are actively developing social networks through HR and the management of human resources results. This method establishes strong

links between management and employees and also helps to improve the performance of employees.

Bosch, T. E. (2014) They find that businesses create social image-based employee training systems that enable their HR employees to teach, learn, and exchange knowledge in real time and receive input. This method of performance management greatly impacts the efficiency of employees.

Liu and Lee (2015) explain that social image information by employee is strongly relates to employee performance and collaborates with filtering employee's performance. Organizations use social networks in developing HR practices.

3. Employees' Job Performance

Job output refers to an employee's level of work. The employee's ability to know the assigned goals, meet expectations and achieve objectives or perform standard tasks for a business is associated with job performance. Job performance is directly related to employee efficiency because the performance of the employees tends to grow due to a workplace stress reduction system. Organizations well aware of this fact have focused fully on the factors affecting the work performance of the employees. Many factors (inside and outside) affect the performance of an employee or the progress of an organization. Individual skills, knowledge and skill can be examples of internal factors, whereas external factors include the working environment, assigned task characteristics, incentive, organizational structure and management practices for human resources. Several studies have looked at the dimensions of employee performance, including job performance, contextual efficiency, adaptive performance. Task performance is directly related to the organization's technical aspects and it either enables it to execute its processes or to maintain its required services at the core of any organisation. Borman and Motowidlo (1997) defined "the efficiency with which job holders conduct activities that contribute to the technical core of the organization." Project success serves the foundation of any company either through its procedures or through the management of its services. Contextual performance is the behavioral pattern that reflects the psychological and social context of the tasks. Contextual accomplishment involves employees' actions for non-core tasks, such as assisting, encouraging their colleagues at the workplace, having an approach to learning, exchanging knowledge and acting on behalf of someone not one's own duty. Context output promotes, cooperates and recommends strategies for developing organizational processes. This means that contextual performance is a behavior that contributes to the organization through coordination, rules, and extra efforts with its colleagues. Adaptive success is how agile workers understand and implement organizational changes. Organizational workplace support increases corporate commitment, which tends to increase employee performance individually and collectively. Researchers defined adaptive success as a modern method of role learning, stress reduction, new technology and procedures adaptability, problem solving and interpersonal adaptability. The ability to produce products, procedures or ideas that are considered original and possibly useful is creative performance. In general, the boss assesses an employee's innovative output contribution. In action, employee innovation contributes to the organization's success. Employees therefore develop new ideas individually in

connection with different descriptions and procedures of work. Working days are generally more positive, production-orientated employees with strong social interactions and they show their creative attitude at work. The capacity of the employee to adjust changes to personal and business benefits is agility efficiency. Employees feel at ease by commitment to lifelong learning, new concepts, and technology. Proactivity, resilience and adaptability are dimensions of agility efficiency. Such dimensions allow workers to challenge themselves through continuous learning and development by extending their skills. Using social photos on the job will impact work performance negatively. The use of social photos at a workplace, for instance, leads the employee to misuses of corporate resources and official time and is also deemed to vary from a workplace in violation of the company's standard operating procedures. Social identity thus weakens the efficiency of the employee. Researchers believe, however, that the efficiency and productivity of employees can be improved through social image adoption in business processes.

4. Organizational Structure

The formal distribution of work roles, administrative mechanism, integrate activities and establish channels of communication, authorities, responsibilities and accountabilities at various levels in the organization are the organizational structure. In short, it is about the assigning and control of organizational activities to achieve organizational objectives. There are two types of factor shaping the structure of an organization: internal and external. However, external factors affect the structure; these factors are not in the organisation's direct control, whereas internal factors can be measured, comparable and controlled directly by the organisation. Different types of organizational structures are defined by functionality of the organization. According to the characteristics of the job, product, geographic location and mission, a functional organizational framework is established (ibid). Since the organizational aspects do not therefore focus on a single purpose, several researchers in various dimensions have clarified the organizational structure. It has distinctive dimensions such as platformity, centralisation, decentralization, formalization, complexity and integration. The most important elements of the organizational structure are centralization, decentralization and formalization. Centralisation of the organizational structure means the "authority to make decisions." Decisions are made at the top level of the company in a centralized system. It creates a non-participative environment and affects individual engagement, communication and tasks involvement. An extremely centralized organizational structure reduces individual chances and growth and affects the solution of creative problems. Centralisation may cause communication to be disrupted and new ideas to be constantly exchanged, as time is consumed following structured communication channels. Decisions are made at a lower level in a decentralized structure. There is a trend that organizations with self-managed groups have a decentralized structure. Such communities are smaller, more modern, and use open communication has been increased. The main step is to reduce the limits between operation and functions, and to emphasize that all departments should work to achieve the organization's shared goals. The degree to which the organization complies with the predefined rules and

procedures is formalized in an organizational structure. The organization can measure a high level of formalization by how closely standardized written documents, working processes, and defined rules and procedures are imposed on the organisation. In comparison to other structures, matrix organizational structure has two or more dimensions of control (dual monitoring supervisor). Individuals work under vertical and horizontal control chains in the matrix structure. The main benefit of a matrix organization is that it is the immediate supervisor and project manager who is responsible for its staff. The Matrix framework provides the matrix manager with a forum to coordinate the skills of individuals without thinking about differences in the work place. Similarly, an interdependent activities team arrangement is appropriate. The framework leads to the creation of shared know-how, improves the speed of decision making and provides a forum to share information and know-how in the organization. Flatness refers to an organisation, where there is a small number of hierarchies and a limited number of control chains. Few rates increase efficiency, lower costs and high the structure's hierarchical burden. Without a long approval period, participants can quickly exchange knowledge and communicate with each other, effectively enhancing employee performance. The degree of distinction within the organisation, the sophistication (and hierarchy) of the organizational structure. Hierarchy represents the efficiency of a manager's control of multiple workers. It also demonstrates that the superiors and subordinates instantly communicate. Horizontal, vertical, and spatial distinction may calculate an organization's hierarchy. Horizontal distinction distinguishes between activities carried out and the organization's skilled leaders. The degree of span control or the hierarchical level refers to the vertical difference. Spatial distinction refers to the degree of regional separation within the company. The degree to which work is divided into small and specific tasks is the specialized subject. A high degree of work-sharing implies a small and low work-sharing that represents a large expertise. Vertical high-level specialization can lead to monotony and alienation at work. The degree to which organizational activity is coordinated through the adoption of formal coordination arrangements refers to the integration in organizational structure.

5. SM Use and Job Performance

Conditions such as job satisfaction, working conditions, motivation and stress can influence employee performance. Koo et al. (2011) reported that technology for social communications affected the performance of employees and social factors moderated their degree. Social technology can improve the work performance of an employee. The efficient use of such SM technologies by employees is positive for the performance of tasks and the building of social ties and maintenance of colleagues and friends through SM platforms. Furthermore, Ali-Hassan et al. (2015) indicated that SNS enhances employee skills in creating, communicating and acquiring knowledge that definitely increases employment performance. Sujatha and Krishnaveni (2018) therefore argued for the importance of the contribution of information to work performance. For an organization, it is important to increase inner coherence and to encourage contact between employees through SM. A recent study on the promotion of artificial intelligence indicates that the rapid growth of artificial

intelligence and the revolution of robotics will significantly replace labor in the organizations. Alternatively, new technologies offer technical skilled workers more opportunities. Technological advances perform well and have a significant and important impact on the manufacturing sectors of high technology and medium-size industry. Similarly, the findings of Frey and Osborne (2017) showed that non-technical personnel are being distracted from computer-free assignments. In order to save its jobs, organizational employees need to learn creative and social intelligence skills. Moreover, Decanio (2016) identified the decline in the total wages of industrial workers due to robots' proliferation of artificial intelligence technologies. Employees should therefore be aware of the rapid progress of new technologies and upgrade their skills.

6. SM use and Organization's Rules

For their employees, many organizations have introduced an SM usage policy. All aspects of employees should be clear in the SM policy; SM uses intentions to give them an environment of friendliness and cooperativeness. Patterson et al. (2005) have described work environments as reflecting the views of employees about corporate policies, processes, procedures, and successive patterns of interaction and actions in support of organizational creativity, innovation, safety or service. These legislation will otherwise create an employee frustration in order to reduce their job efficiency, O'Connor et al. (2016) indicates that companies should offer adequate instruction to their boss before introducing new policies or laws. Blocking SNS in the workplace is also not suitable for organizations, because this will decrease the efficiency and output of employees. Most of the studies therefore suggested that organizations provide employees with sufficient training and guidance for the proper use of the SM.

7. Social Exchange Theory

The theory of social exchange addresses the exchange of knowledge between individuals, groups and online communities. The theory of social exchange describes individual actions that can optimize social interaction benefits. For social exchanges it is essential for an individual to be able to develop and maintain social links with others. In addition, people like to share their knowledge to develop a professional identity and reputation in the communities concerned.

8. Reducing use of social image in the workplace

Warnakula and Manickam (2010) found that 98.9% of the employees surveyed in Sri Lanka visited their social networks at the office. Staff may perform their assigned tasks, but they are often distracted by the fact that the "Beps" alert them to a new post on the Facebook or via a Tweet. Employees often disengage from their commitments to social identity notices. Warnakula and Manickam (2010) found over 60.8% of students registered checking Facebook at work. Moreover, since staff can focus on responding to the social image, their tasks can be done insufficiently, leading to losses of productivity or safety issues. However, one of the problems associated with the excessive use of social photos in the workplace may be that employees have the right to use this contact during work because they may feel that the job input is compatible with the work result. One way of that your feedback

will be by the use of social media, if you feel like you put your jobs more than you obtain from it. By adding smart phones, which allow people to access compact portable social images, organizations are unable to reduce the use of social images by having social image avenues unavailable on workplaces. Reducing social images allows organizations, using management techniques, to monitor the workers' use of social images.

By using equity theories, the excessive use of social images can be controlled by managers strivings to achieve a greater balance in their input and results. Excessive use of social image with decreased feedback from employees and efficiency in the work atmosphere will be necessary. For instance, managers can meet the challenge of controlling social image at work (a) during the hiring process, (b) at new employee orientations, (c) through employee recognition programs, (d) through the use of visual aids in the work environment, and (e) through ongoing training programs.

Hiring Process: The recruitment process is aimed at attracting new people whose talents and attitudes are in line with the current organizational positions; however, sometimes a good match can not take place. Nowicki and Rosse (2002) found in interviews with 166 managers that management did not often feel that their recruitment procedures were sufficient because their interviews with prospective employees were not meticulous enough. This form of interview also leads to the selection of a person with the wrong information or personality. In addition, for workers to achieve workplace satisfaction, they must feel emotionally involved in their jobs. The inappropriate adjustment of employees with jobs can be due to inadequate recruitment processes that result in imbalance inputs and outcomes for employees and cause tension to decrease. One way of handling stress at work can be by acquiring social identity during working hours. Managers who monitor recruitment procedure could achieve a balance between employee input and outcome by establishing more strict interview procedures. Managers may benefit from tools like Myers-Briggs or the Predictive Index System for profiling their personality. In addition, assessment of levels of expertise in different fields will help with employee-work matches in such a way that it is not too difficult but sufficiently demanding to keep workers involved, thus minimizing the need for social status during working hours.

Orientation: Temporarily, new hires are exposed to the policies and procedures of an organization. They are also familiar with the atmosphere of the organisation. Policies that regulate the use of social image by employees during working hours should be implemented immediately for new employees. When presenting the expectations of the organisation, managers must be explicit, because employees will try and do well, but must know clearly what they are expecting from them. In addition, the definition of job equity and their implementation should be applied to workers. The business will ensure that workers expect a decent balance of performance. In other words, in exchange for pay and benefits, the manager should take time to explain to the new employers the essence of the job performance. Workers should be given opportunities to raise questions about job equity, such as recommendations for workers, mentorship, contact details for human resources and lines of communication to supervisors. Furthermore, the use of

social image in the workplace is an aspect which affects the work balance.

Employee Recognition Programs: Recognition systems for workers can be a crucial factor for people to believe their job efforts and outcomes are equal. Such services, instead of linking to social media, may provide gratitude for workers who have regularly concentrated on working tasks. Performance-based recognition would reinforce the idea of equity, as the contribution of workers to withstand social identity and remain focused on jobs would have the effect of recognition, thus ensuring equity balance. Performance-based acknowledgement offers the work 's journey, not the destination, an inherent reward. If the "job trip" is improved, it will minimize the use of the social picture because it does not correlate to the dedication that workers will make in the context of work goals. Recognition of employees can be achieved at meetings, through monthly staff programs or organic newsletters. Holistic recognition strategies are intended to establish good ties between workers and can affect recognition programmes' overall performance.

Visual Aids: Visual aids can be shown throughout the facilities to help workers avoid social media disturbances at work. Photos are also easier to understand than written materials (Turnbull, 2005). In addition, the pictures can be much more effective if the terms carefully used accompany the visual displays. The objects may be graphs, posters, beautiful slogans or basic sketches. These materials could portray security problems or liability problems caused by social image distractions. The image could also show information on the loss of revenue from reduced input from employees. In addition, the graphics could strengthen the policies and directives of the company for the use of social images and their consequences.

Training Programs: Training programs can be critical to educating employees about overuse of social images in the workplace for personal use. During training programs, workers would learn about the social image policies of company and the duty of employees to comply with them. The definition of equity theory, work feedback and balancing of outcomes should be illustrated during preparation. Excessive use of social image access would be important to link to the reduction in work input leading to reduced outcomes for employees. This should be desirable and inclusive of all workers to ensure successful teaching. In addition, a number of media will be used for preparation and replicated at regular intervals. Education will be carried out interactively to maximize dedication. During that time, employees were able to learn that while social image is a valuable communication tool, excessive use may interfere with work performance or safety issues. Inclusion is especially

necessary to regulate the inappropriate use of social photos. Everyone in the company needs to know how the abuse of social images will every the input and outcomes of jobs. Training involving various media will help workers appreciate the performance balance in full. Since people learn different things, it will help us understand the problem by using various media for training. The playing scenario may help employees encounter the problem of reduced staff income in addressing a variety of social image misuse. Training results must be continued in order to be effective, as delivering training once to workers will undoubtedly produce some results to managers; but it could be more efficient if companies also promote educational opportunities to engage employees with issues of policy and social identity. Social image preparation could be instrumental in educating managers to engage employees respectfully in social image practices and to uphold the values and tasks of the organization.

9. Conclusion

In this research, the relationship between use of social image and employee job performance with the mediating role of organizational structure was investigated. The results showed that the use of social images and job performance was good. Furthermore, between these two variables the organizational structure has a mediating function. Findings have demonstrated that workers see the social image as a useful instrument at work and strongly affect their performance. Likewise, in order to increase employee efficiency, practitioners favor social image at the workplace. Results have shown that "usefulness" of the social image has a strong correlation to staff job performance and contextual performance in particular. Higher management is suggested that policies, procedures and regulations should be created, social image use and used for working purposes in the working environment should be promoted in order to maximize benefits. It has been concluded that the organizational structure plays the mediation role in relation to the use of social images and the efficiency of the workforce. Social image contributes to decentralization of companies and allows quick decisions for employees. This increases customer loyalty and the competitive advantage of the business. Management should therefore create a structure in organisations, so that social images can also be part of their business process and help improve the performance of employees. Management should also focus on learning to integrate these technologies with existing systems to support employee capacity.

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