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A RESEARCH ON THE IMPACT OF EMPLOYEE'S SOCIAL MEDIA USAGE ON EMPLOYEE ENGAGEMENT DURING MCO THROUGH PSYCHOLOGICAL

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ABSTRACT

Employee use of social media is a very basic part of a work environment that revolves around exploiting employee performance potential. Despite the fact that social media is difficult to characterise, there are not many comprehensive standard systems that explain their limitation to supporting customer-generated content innovations. The main aim of this study is to clarify the impact of employee social media use and their relationship to employee engagement. Social networking is a support level that is divided into six types of purposes, collective activities, social network services, blogs and content networks (YouTube), games (creating the world of the station) and virtual social worlds. The data will be collected by 30 employees of ten software houses in Kuala Lumpur and Selangor during working hours in their normal workplace and environment. The data was collected in one go, so the study is a cross section. The expected findings from this study is to examine the relationship between employee use of social media and employee engagement. In this survey, the interim work of the mental well-being of the employees of this affiliation was analysed in more detail. This analysis also examined the climate for working in innovation management between the relationship between employee use of social media and employee engagement.

Keywords: social media, MCO, environment, employee, engagement,