

عنوان مقاله:

The Effect of Social Media Use on Job Performance : Exploring the Role of Technostress, Social Capital, and Job Satisfaction as Mediators

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خلاصه مقاله:

The primary objective of this study is to examine the relationship between social media use and job performance, with a specific focus on exploring the mediating roles of technostress, social capital, and job satisfaction. The study focused on Fars Regional Electric Company employees in Iran. The study relied on a descriptive survey method and collected data through a questionnaire in which the items were measured according to a five-point Likert scale. PLS software has employed structural equation modeling, or SEM, to test the research hypotheses. Results revealed that social media usage led to technostress, although the effects of social media usage on job satisfaction and job performance were not confirmed. However, job satisfaction positively affected the employees' job performance. Furthermore, social media usage increased the employees' level of social capital, while social capital left a positive effect on the employees' job satisfaction and performance. Meanwhile, the effects of technostress on job satisfaction and performance were rejected. Investigating the mediation effects revealed that job satisfaction did not mediate the relationship between social media and job performance and that technostress did not significantly mediate the relationship between social media and job performance. Nevertheless, job satisfaction had a mediation effect on the relationship between social capital and job performance, and social capital had a mediation effect on the relationship between social media usage and job performance. The mediation effect of technostress on the relationship between social media and job performance was rejected.

کلمات کلیدی:

social media, technostress, Job satisfaction, Job performance, Social capital

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