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## The Impact of Personality Traits on Job Performance in the context of Mobile Social Networking

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### Abstract

*Mobile social networking is a relatively new phenomenon that has not yet been fully investigated. There is considerable debate among academics and business practitioners on the value of the use of Mobile Social Networking by employees. Some claim that the use of Mobile Social Networking by employees is a waste of time, while others believe it leads to improvements in job performance, partly due to employees' successful efforts to balance work-life realms. While many users have adopted this technology, it is not currently known whether these users have any commonalities or whether these users represent a certain personality type. This study investigates the impact of the Big Five personality variables on Smart phone usage and Job performance.*

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### Introduction

Organizational success largely depends on employees who are considered as one of the most important assets of any organization because they are capable of creating value and enable organizations have a sustainable competitive advantage. Success of any organizations depends on the productivity of employees. Social media, which has become very popular, has infiltrated the workplace and most employees are utilizing social media in the workplace. The main purpose of this study was to examine the extent of social media participation by employees and its effect on their productivity.

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Mobile Social Networking is a relatively new and wildly popular form of technology. With deep mobile penetration and cheap mobile internet, use of mobile social networking has become very popular in the last few years in India. However the negative press that surround smart phone usage at workplace overshadows the opportunities it provides the organisations. With so many people using smart phones, it is important to determine if a certain personality type is more likely than others to use this form of technology.

## **Review of Literature**

### **Personality Trait**

In personality psychology, personality traits play a central role in describing a person (McCrae, et al, 1992) Personality characteristics mainly describe and predict human behavior, not behavioral changes or development (Liao & Lee, 2009). McCrae and Costa (1989) defined personality as enduring emotional, interpersonal, experiential, attitudinal, and motivational style that explains individual behaviors in different situations. A review of industrial or organizational psychology literature suggests that the sum of all personality characteristics can be categorized into five traits (extraversion, conscientiousness, agreeableness, openness, and neuroticism). These five traits have been subsequently labeled as the Big Five Personality. Researchers agree that most personality measures can be categorized according to the big-five model of personality traits (Barrick & Mount, 1991; Tett & Burnett, 2003; Flaherty & Moss, 2007; Liao & Lee, 2009; O'Connell & Sheikh, 2011).

The Big-Five traits and examples of adjectives describing them McCrae, et al,(1992)

#### ***Extraversion***

Active, Assertive, Energetic, Enthusiastic, Outgoing, Talkative

#### ***Agreeableness***

Appreciative, Forgiving, Generous, Kind, Sympathetic

#### ***Conscientiousness***

Efficient, Organized, Planful, Reliable, Responsible, Thorough

#### ***Neuroticism***

Anxious, Self-pitying, Tense, Touchy, Unstable, Worrying

#### ***Openness to Experience***

Artistic, Curious, Imaginative, Insightful, Original, Wide Interests

### **Personality Traits and Job Performance**

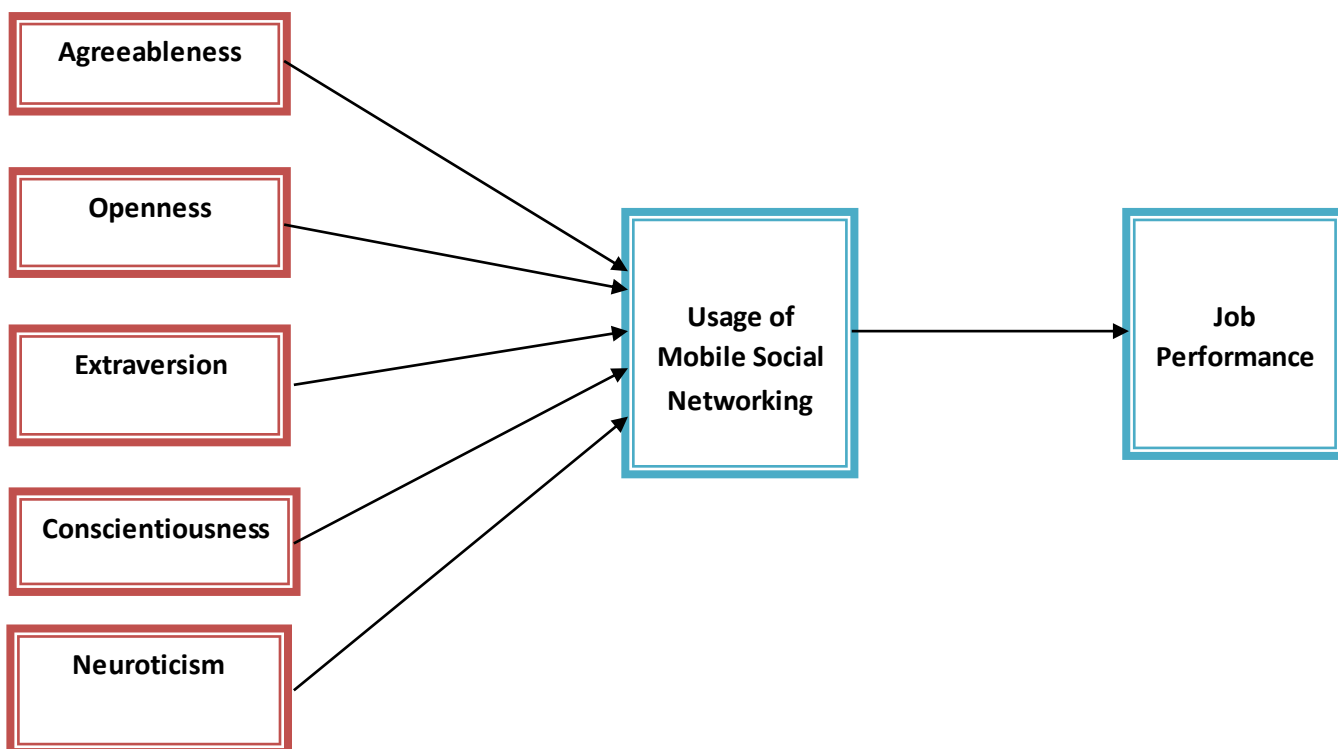
This paper investigates the relationships between personality traits and job performance. According to Noraini binti Rusbadrol,(2015) personality traits of Openness to Experience, Agreeableness, and Neuroticism are significantly associated with job performance. On the contrary, there was no correlation found between personality traits of Conscientiousness and Extraversion with job performance, where as Andreas (2012) research on telesales employees found that the personality traits which have correlation with job performance are Extroversion, Conscientiousness, and Neuroticism. Li-Chuan Chu et al, (2013), Extraversion and

conscientiousness personality traits had a significant effect on job performance, whereas neuroticism, openness and agreeableness do not influence job performance. The findings reflect that extraversion and conscientiousness traits partially mediate the relationship between flow experience and job performance, neuroticism personality traits moderate the relationship between flow experience and job performance. Ozgur Ongore,(2014), Openness to Experience and Agreeableness was found as a significant predictor of Job Engagement. As per M. Zeki Tesdimir, There is a significance between job satisfaction and 4 personality traits but no significance between neuroticism and job satisfaction

### **Personality trait and Mobile Social Networking usage Intensity**

James A. Roberts ,(2015). Agreeableness and conscientiousness were hypothesized to be negatively associated with smart phone addiction. The variables of extraversion, need for arousal, emotional instability, materialism, and impulsiveness were hypothesized to be positively associated with cell phone addiction. Gokul Chittaranjan (2013), extraverts, who are characterized by talkativeness and outgoing nature, were more likely to receive calls and also spend more time on them. Features pertaining to outgoing calls were found not to be predictive of the Big-Five traits. Agreeableness among females was associated with an increase in the number of incoming calls. Agreeable males were found to communicate with more number of unique contacts through voice calls. On the other hand, conscientiousness was associated with higher usage of the Mail app that could be used in a professional context and with lower usage of the Youtube application, which is likely to be used for entertainment purposes. Conscientious users were also likely to contact lesser number of unique people through voice calls. This conforms to their characterization in the literature as responsible and organized individuals. Interestingly, emotional stability was linked to higher incoming SMS. And high openness was associated with increased usage of Video/Audio/Music apps in females.

According to Peter A. Rosen,(2008) Extroversion was found to positively influence both perceived ease of use and perceived usefulness, and conscientiousness was found to positively influence perceived ease of use as hypothesized. It was surprising to find that both agreeableness and openness to experience did not significantly influence the perceived usefulness of the Facebook technology. Volkan Özbeka et al.,(2014), agreeableness positively influences Perceived Usefulness, neuroticism negatively influences Perceived Usefulness. openness positively influences Perceived ease of use, and Perceived Usefulness positively influences Intention to use.



### Impact of Mobile Social Networking on work.

Employees engaged in innovative firms, such as software development could use social networking to tap creativity and knowledge concerning specific product domains from others such as customers, vendors, partners, suppliers and analysts. Chu and Chan (2009) suggest that in today's rapidly changing business environment innovative organizations could use online communities to identify and capture new ideas for creating new products and services. Further, many studies suggest that increased usage of smartphones and social networks stimulates knowledge sharing between individuals. This can create a collaborative learning environment within the social system of a workplace, where problems encountered are collectively solved and solutions are shared among peers (Boshoff and du Plessis, 2008; Davenport, 2001; Orlikowski, 2002). In this regard, Minocha (2009) suggests that people learn by looking at the contributions of others in collaborative working spaces such as Wiki and blogs, by seeing different approaches that others take, and by reflecting on their own contributions. Individuals can develop team-working skills and online collaboration and communication skills that will help them to fit easily into work settings.

According to Rufina King'ori, (2013), social networking site use intensity in the workplace influences positively job performance and job satisfaction. Xi Zhang et al (2015) and Carol Xiaojuan et al (2013), social media have positive effects on knowledge sharing, job performance and network ties. Rabia Sarwar, (2014), For employees from services sector the use of cell phone has improved their working efficiency whereas for employees of manufacturing sector it is harmful and impact their productivity negatively. Rémy Magnier (2010), " study reveals that in using Social networks, companies with both higher social capital

and innovativeness displayed higher productivity". Appalayya Meesala et al(2013) There is a relationship between Performance and Organizational Citizenship Behavior. But, there is no relationship between Performance and Social Networking; Kaisa Henttonen (2013) "social-network relationships positively affect team performance and also provide access to social capital (here knowledge).

As per Thiraput Pitichat,(2013) smartphones in the workplace can be valuable in three ways: promoting autonomy, strengthening relationships and improving knowledge-sharing. Moreover, these factors can increase employee job satisfaction and efficiency in the workplace. Alexandre Rodrigues,(2011), "It is clear that users have an ambivalent attitude towards Smartphone technology and its perceived usefulness and the potential imbalance that Smartphone use brings in terms of the work-life equilibrium. Mst. Momena Akhter et al,(2011) Strongly supports the existence of a positive relationship among social network, job satisfaction, and employee productivity and commitment. Rosalie G.B.M et al (2011) The performance of professionals are high when it comes to fulfilling responsibilities, carefulness and activities. Murad Moqbel Saggi Nevo Ned Kock, (2013), social networking site use, rather than causing presenteeism, may be a new way through which employees balance their work-life realms, in turn benefitting their organizations. Andrea Ferreira,(2008), Social Networking has the potential to positively affect the productivity of employees if a locus of control is inherent in these employees Assa Gakui Munene,(2013), "Social media has the potential to allow employees to form collaborations and communities for knowledge creation and sharing, better channels of communication, which enhance employee productivity". Studies of employee social networks have revealed potential competitive advantages for organizations and individuals. For IT professionals, whose performance depends a lot on the acquisition of technical and organizational knowledge, their social networks are an indispensable informing channel. Paul Burton et al (2010), Study suggests that, "If an IT professional can recognize the role of his/her social networks in channel expansion and work to extend the reach of his/her networks, he/she stands a better chance at satisfactory job performance. Their findings related to human capital variables suggest that technically oriented and lower-level managerial positions are less prone to favorable performance ratings.

Overall, the literature suggest that Social Media will provide benefits such as improved collaboration and information sharing enhanced communication among co-workers, business partners and customers and increased individual productivity.

## **Conclusion**

The use of SmartPhones and Social Media is already changing the marketplace, the workplace and society; it will ultimately lead to new business models. This theoretical framework shows a possibility to look deeper into each area and strengthen each of them by using different applications. Further research can develop this model by gathering both qualitative data and quantitative data and finding out whether this model is valid or not. We hope this review will stimulate managers and policy makers to identify and develop policies that are beneficial to employees, firms and society. The review of this study support the argument that social networking sites are becoming an acceptable means of sharing work and non-work experiences with family, friends, and coworkers. Therefore, employees who use social networking sites in the workplace to a large extent – that is, strongly identify with their online

social networks – received more social support and thus showed improved job satisfaction, organizational commitment, innovative behavior, and job performance.

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