

Invitation

The unintended consequences of the use of social media for work-related purposes on employee outcomes: Setting the research agenda

Wednesday
2 November 2022,
12:30 p.m.

Tassos Papadopoulos Building,
Room 3,
Themidos and Ifigenias corner, Limassol



Cyprus
University of
Technology

Department
of Public
Communication

The Department of Public Communication of the Faculty of Communication and Media Studies, invites you to the public lecture entitled:

The unintended consequences of the use of social media for work-related purposes on employee outcomes: Setting the research agenda

which will be held by the
Associate Professor Petya Puncheva Michelotti

Abstract:

In recent years, there has been a significant growth in the availability and use of external and internal social media platforms to achieve various organisational objectives. Employee scouting on such platforms, known as the voluntary engagement in creating and circulating task, managerial and other work-related content (Lee, Mazzei, & Kim, 2018; Yee, Miquel-Romero, & Cruz-Ros, 2021), has been identified to be critical for achieving these objectives. For example, in marketing and communication studies, external employee scouting has been associated with enhanced employer brand (Pitt, Botha, Ferreira, & Kietzmann, 2018), client attraction in professional service firms (Pekkala, 2020) and increased employee engagement (Men, O'Neil, & Ewing, 2020; Yue, 2022). Internal corporate scouting was also found to enhance employee productivity and knowledge sharing (Al-Mawali & Al-Busaidi, 2022; Ma, Zhang, & Ding, 2020; Yee et al., 2021).

While these positive outcomes have been established in communication and information management research, the unintended and potentially undesirable effects of such practices on employees and organisations received only limited attention in employee relations and organisations' research. Emerging evidence suggests that employee use of organisational or external social media for work can lead to detrimental effects on employee well-being such as

information overload (Li, Pitafi, & Li, 2022), exhaustion and loss of creativity (Luqman, Talwar, Masood, & Dhir, 2021), and work-family conflict (Yue, 2022). It is also argued that workers' behaviour on workplace social media can create perceptions of informal cliques, which can breed a sense of ostracism and exclusion on the part of some employees (Pillemer & Rothbard, 2018). In this paper, we review current research on employee scouting practices on professional internal and external social media with the aim to identify its potentially unintended and undesirable effects on employees and organisations.

A short CV:

Petya Puncheva Michelotti is an Associate Professor at Rennes School of Business (RSB), Department of Management & Organisation, France (2009-present). She holds a PhD from Griffith University, Australia. She has published in the area of stakeholder communication and the role of socio-cultural and socio-economic factors in understanding organisation-stakeholder relationships (eg. *Journal of Business Ethics*, 2010; *Personnel Review* 2018, *Journal of World Business* 2019). Her latest publications focus on employer branding, the responsible use of digital communication in HRM (*Business Horizons*, 2018 and *Human Resource Management Journal*, 2022 forthcoming) and the modern threats to human rights at work (*Human Relations*, 2022). She currently teaches corporate sustainability reporting and analysis.