SOCIAL NETWORKING PLATFORMS AND
ITS IMPACT ON ORGANIZATIONAL CULTURE IN MADHYA PRADESH

Rajeev Shrivastava[*]
Dr. Vinod Kumar Bhatnagar[**]

ABSTRACT

The main objective of the study was to established causal effect relationship between social networking platforms and organization culture in service sector. Population for the study were included all people working in service organization/sector situated in Madhya Pradesh (Gwalior and Chambal division). Judgmental sampling technique was used. Individual respondent was sampling element. We have distributed 450 questionnaires out of which only 388 found suitable for the purpose of study. Self design questionnaire was used to measures all the variable (s). The data was collected on the scale of 1-5 Likert's scale. Tools Used for Data Analysis were Reliability, Normality, Factor analysis and Regression analysis. Seven major factors i.e. Work Relationship, Leadership, Performance Appraisal, Human Behaviour, Capability, Welfare & Incentives and Communication were identified. Linear regression examined the impact of social networking platforms (independent variable) on organization culture (dependent variable). The value of "t" i.e. 44.508 at 0.000% significance at the level of significance at 0.05 indicates direct and positive relationship between both. The value of R square value i.e. 0.837 indicates 83.7% of impact of social networking platforms on organization culture. Hence we can conclude that there was impact of social networking platforms on organization culture in service sector.

KEYWORDS: Social Networking Platforms, Organizational Culture, Social Media.

Introduction

Social networking platforms as web-based service that allow individual to (1) construct a public semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by other within the system. The nature and nomenclature of these connections may vary from site to site. While we use the term "social network site" to describe this phenomenon, the term "social networking sites" also appears in public discourse and the two terms are often used interchangeably. We chose not to employ the term "networking" for two reasons: emphasis and scope. "Networking" emphasizes relationship initiation often between strangers. While networking is possible on these sites, it is not the primary practice on many of them nor is it what differentiates them from other forms of computer-mediated communication (CMC).

What makes Social Networking Sites (SNS) unique is not that they allow individual to meet strangers, but rather than they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made but that is often not the goal and these meeting are frequently between "latentties" (Haythornthwaite, 2005) who share some offline connection. On many of the large SNSs participants are not necessarily "networking" or looking to meet new people; instead they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites we label them "social network sites."

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[*] Research Scholar, School of Studies in Management, Jiwaji University Gwalior, MP, India.
[**] Head and Associate Professor, Department of Management, IPS, College of Technology and Management, Gwalior, MP, India.

While SNSs have implemented a wide variety of technical features their backbone consist of visible profiles that display an articulated list of Friends who are also users of the system. Profiles are unique pages where one can "type oneself into asked to fill out 2003:3). After joining an SNS an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location interests and an "about me" section. Most sites also encourage users to upload a profile photo. Some sites allow users to enhance their profile by adding multimedia content or modifying their profile's look and feel. Others, such as Facebook, allow users to add modules ("Applications") that enhance their profile.
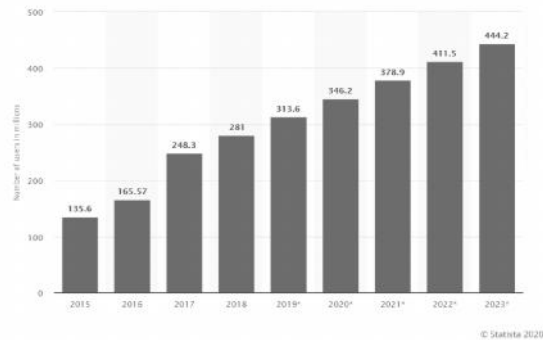
The visibility of a profile varies by site and according to user discretion. By default, profiles on Friendster and Tribe.net are crawled by search engines, making them visible to anyone, regardless of whether or not the viewer has an account. Alternatively, linked-in control what a viewer may see based on whether she or he has a paid account. Sites like MySpace allow users to choose whether they want their profile to be public or "Friends only." Facebook takes a different approach-by default, users who are part of the same"network" can view each other's profiles, unless a profile owner has decided to deny permission to those in their network. Structural variations around visibility and access are one of the primary ways that SNS's differentiate themselves from each other.

After joining a social network site, users are prompted to identify others in the system with whom they have a relationship. The label for these relationships differs depending on the site popular terms include "friends." "contacts" and "Fans" most SNSs require one-directional confirmation form Friendship, but some do not. These one-directional ties are sometimes labeled as "Fans" or "Followers," but many sites call these Friends as well. The term "Friends" can be misleading, because the connection does not necessarily mean friendship in the everyday vernacular sense and the reasons people connect are varied (boyd, 2006a).

The public display of connections is a crucial component of SNSs. The Friends list contains links to each Friend's profile, enabling viewers to traverse the network graph by clicking through the Friends lists. On most sites, the list of Friends is visible to anyone who is permitted to view the profile, although there are exceptions. For instance, some MySpace users have hacked their profiles to hide the Friends display and Linked-in allows user to opt out of displaying their network. Most SNSs also provide a mechanism for users to leave messages on their Friends' profiles. This feature typically involved leaving "comment," although sites employ various labels for this feature. In addition, SNSs often have a private messaging feature similar to webmail. While both private messages and comments are popular on most of the major SNSs they are not universally available.
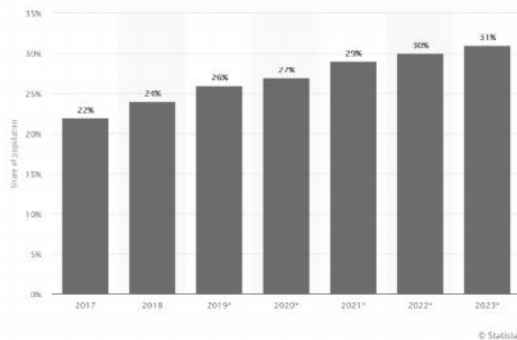
Percent users of social networking platforms in India   **Total number of Facebook accounts in India**

Source: www.statista.com retrieved date 07/Feb/2020 & retrieved time 10:40 AM

Organizational Culture

In the 1980's there was an increase in the attention paid to organization culture as an important determinant of organization success. Many authors, thinkers & experts began to argue that developing a strong organization culture and organization effectiveness is far from certain, there is no denying that each organization has a unique social structure and these social structures drive much of the individual behavior observed in organizations.

Understanding Organization Culture

Organization culture is not inborn, it has to be invented and later developed over a period of time. It enables employees to perform within the framework of the organization's culture. Environment both internal and external plays a dominant role in developing the culture and so does demographic factors. That is why we generally refer to Japanese culture or Indian culture. It is therefore environment specific in nature. On examination it reveals that the organization's culture is informal in nature and relates to shared way of living. It is a common binding factor in the organization. Organization culture help develop professionalism among its employees. Value system is the corner stone of the organization culture. It promotes standardization in various system and sub-system, which reduce role conflict to a great extent. A single definition of organization culture has proven to be very elusion. One of the issues involving culture is that it is defined both in term of its cause and effect. For example, following are two ways in which cultures are often defined.

Nature of Organization Culture

The culture of an organization may reflect in various forms adopted by the organization. Some of these forms are as follows;

- The physical infrastructure
- Routine behaviour
- Language ceremonies
- Gender equality
- Equity in payment
- Dominant value such as quality, efficiency

A well-thought philosophy guides an organization's policies towards its employees and customers like customer first and customer is the king. This surely affects the manner in which the employees deal with the customers.

Rationale of the Study

From the view point of HR department this research study will help them to make their final decision towards upliftment of their employee status among society through the use of social networking platforms. Beside that also this study helps to same for distribution any assignment, tasks, employments and duty to their employee any where any time and quickly as well if results found the impact of social networking platform on organization culture. From the point of view employees this research also important because the outcomes of this study are beneficiary for employees rather than others. Employees getting any information related to their jobs quickly anytime and anywhere and also solve the problems through social media.

Review of Literature

(Ellison, B., field, & C., 2007) conducted a study on the importance of Face book friends, use of online social network sites by social capital and college students. This study investigates the relationship between use of Face book and development and maintenance of social capital. The authors review the bonding and bridging social capital. This research also studies the ability of an individual to stay connected with their previous community; maintained social capital. The regression analysis done on 286 undergraduate students shows that there is a strong relationships between the use of Face book and the three types of social capital. The use of face book was associated with measures of psychological well-being and it alludes that it may result to greater benefits to users with low self-esteem and low life satisfaction.

Boyd, (2007) described features of SNSs and proposes a comprehensive definition. In this study, he discusses the important changes and developments from one perspective on the history of such sites. He also summarizes existing scholarship concerning SNSs.

Das, (2011) studied critical analysis of social network and its impact on personal and social life. The research focuses on the increasing popularity of social networking sites among the Internet users, demand introspection of personal and social behavior of human beings. Presently, around 1.5 billion people across the globe have social networking profiles. Initially thins are fine when you create your social network profile, but the fact which dislikes you is when this personal information is used to blackmail you. The author argues that social networking sites are nowadays becoming the cause for

worry and addiction. These sites might create a negative effect in a relationship between spouses, friends and even within family members. The study concentrates on the impact of social networks on social behaviors and relationships, and the direction which it leads. The research examines the negative effects of social networking sites on its users.

John et al., (2006) focused on the relationship between the characteristics like self- respect, unreservedness, self-importance, stability and the use of social networking sites. The study indicates that every characteristic is associated to different uses of social networking sites. The author attempts to model the use of SNSs and thereby aim specific information to particular users would be of great help in using modeling techniques that can bound such dispositional factors.

Organizational Culture

Deal and Kennedy (2000) propose the 'Generic Cultural Types' namely the 'Tough-Guy Macho Culture' (signifying organizations taking high risks with an element of high return and employees must either swim, or sink), the 'Work Hard/Play Hard Culture' (implying a culture based on making an effort, team persistence and mutual support), the 'Bet your Company Culture' (a culture based on collaboration and exploration with long term horizons – an organization where results might take a long time to materialize) and the 'Process Culture' (a culture based on procedures and focus on what is being done to avoid mistakes rather than focusing on the end result). All these types of cultures explain the relationships between the individuals (and their attitudes, behaviour and competencies, amongst others) and their respective organization and its structures, which are also influenced by the external environment. In many cases, it is argued. Williamson (1993), that organizations are never associated to just one type of culture as explained above, but one could find a number of different cultures overlapping, depending on the nature of the tasks that need to be carried out, existing scenarios, determined goals, rules and regulations, policies, structures, and the types of individuals employed within the organization at that particular point in time. Kotler (2011), explains that "structures should be understood as the creation of human beings as well as the mold that they fit". Given this way of how structures are defined, does this mean that the different models of structures that exist give the ability to agents to shape OC through these structures? Can one conclude that on one hand agents are free to design structures while, on the other, these structures limit the actions of the same agents, If at this point, agents do not fit in social patters, will their social life become unstable, making it difficult for agents to fit in that particular culture. Giddens (1984), when stating that agents are able to alter structures through their actions, make sense.

Objectives of the Study

- To established causal effect relationship between social networking platforms and organization culture in service sector.
- To create new vistas for futuristic research in same fields.

Methodology of the Study

The study was analytical and descriptive in nature. The data was collected through survey method by using questionnaires and schedules and relationships develop between demographic variables, evaluated by using statistical tools like SPSS (statistical packages for social sciences).

Final Gap of the Research

No studies found which addresses the impact of social networking platforms on different types of organizational culture towards service industry in Gwalior and Chambal division.

Variables of Research

Researcher has used two major variable i.e. social networking platforms and organizational culture.

- Social Networking Platforms (Independent Variable)
- Organizational Culture (Dependent Variable)

Hypotheses of Research

H_{01}: There is no impact of social networking platforms on organization culture in service sectors.

Sample Design

- **Population**

The population for the study were included all people are working in service organization/sector situated at Madhya Pradesh (Gwalior and Chambal division).

- **Sampling Frame**

     All employees (Teaching staff and non teaching staff) of service organization/sector (Institutions/Colleges/Universities) which is situated in Madhya Pradesh (Gwalior and Chambal division) were sampling frame of our study.

- **Sampling Technique**

     Judgmental sampling technique was used to identify the respondents of the study. Proportionate re-presenters from all the demographic groups were ensured to minimize sampling error

- **Sampling Elements**

     Individual respondent was sampling element of the study.

- **Sample Size**

     Total 450 questionnaires were distributed but 388 returned with proper response from respondents through survey by using questionnaire as well as schedule of Madhya Pradesh (Gwalior and Chambal division). Hence the valid sample size for this study was 388. The data was collected by the researcher himself after developing rapport with the respondents.

- **Secondary Data**

     Researcher has collected secondary data from various literatures to various sources such as Research articles and research paper in journals, chapters in edited books, coverage in magazines, various type of reports of (Government/Corporate), news in news papers, and other in form of print as well as online through Internet.

- **Tools to be used for Data Collection**

     Self design questionnaire was used to measures all the variable(s). The data was collected on the scale of 1-5 Likert's scale.

- **Tools Used for Data Analysis**
    - Reliability
    - Normality
    - Factor analysis
    - Regression

- **Software Used for Statistical Analysis**

     Collected data has been analyzed by researcher himself with the help of different statistical calculations using SPSS software. Statistical package for social science (SPSS) version 20.0 for windows seven was used for data analysis and hypotheses testing as well.

     Collected data also was analyzed with the help of various types of pie-chart, graphs and bar charts etc. by using Microsoft Excel 2010, for windows seven.

Data Analysis and Results

Reliability Measurement for Social Networking Platforms & Organizational Culture

     Cronbach's Alpha and other tools like Guttman, parallel etc was used for calculation of reliability but the Cronbach's alpha was very popular so in this analysis Cronbach's Alpha tools had been applied to calculation of reliability of all items of social networking platforms & organizational culture from the questionnaire. If the reliability value more than 0.700 it means questionnaire is good.

S.	Variable Name	Cronbach's Alpha	N of Items	Status
1	Social networking pLatforms	.913	30	Questionnaire was highly
	Organizational Culture	.920	36	reliable

     The obtain value of Cronbach's alpha in above table for the questionnaire of 30 statements of social networking platforms, is 0.913 and obtain value of Cronbach's alpha for the organization culture questionnaire of 36 statements, is 0.920, these both value of Cronbach's Alpha is greater than to standard value of Cronbach's alpha (0.700), it means that the questionnaire which were used for data collection is highly reliable and provide us very useful information from respondents side, also indicating that there is no restriction for further analysis.

Normality Measurement for Social Networking Platforms

The basic object of this analysis is to finalize either data is normally distributed or not normally distributed; the methods are used for normality known as KS-test and Shapiro-wilk. If the 'P' values of KS-test found insignificant it means data is normally distributed (P>0.05) and if the value found significant indicating data is not normally distributed.

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Social Networking Platforms	.481	388	.059	.683	388	.084
a. Lilliefors Significance Correction						

In above table shows, the data which is used was normally distributed through obtain insignificant values of Kolmogorov-Smirnov for social networking platforms i.e. 0.059 as well as Shapiro-Wilk i.e. 0.084 & obtain insignificant values of Kolmogorov-Smirnov for organizational culture i.e. 0.111 as well as Shapiro-Wilk i.e. 0.103. The both insignificant values were higher than 0.05, shows data is normally distributed.

Factor Analysis for Organization Culture

The analysis of factor was identified as a data reduction process techniques used for separation of data in certain groups. This is powerful statistical methods used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

Kaiser-Meyer-Olkin (K.M.O.) Test for Organization Culture

The main aim of calculation of Kaiser-Meyer-Olkin (K.M.O.) test is to check either data is adequate for factor analysis of not adequate, there are two methods of assessing; number one is KMO value if this value is greater then to 0.500 it means data was adequate for factor analysis if lower than vice versa. Second is 'p' value if found significant it means data is adequate for same.

KMO & Bartlett's Test for Organization Culture

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.917
Bartlett's Test of Sphericity	Approx. Chi-Square	4717.008
	Df	630
	Sig.	.000

Found the KMO value i.e. 0.917 this value is greater than to 0.500, and the obtain value of value of 'P' i.e. 0.000, it mean that this data is adequate for factor analysis in the table of KMO & Bartlett's test. The Bartlett's test measuring Chi-Square value 4717.008 which is significant at 0.000% level of significance, indicating that null hypothesis is rejected.

Distribution of Factors for Organization Culture

The method which was used for calculation of factors in well-known as principle component varimax rotated components method. The total numbers of statements are 36 and factor analysis used to find out the factors that contributed towards organization culture. The total seven (07) number of factors were identified and the rotation conversion in thirteen (13) iterations.

Table 1: Distribution of Factors for Organization Culture

S. No.	Factor Name	Initial Eigen-values			Q	Statement	Loading
		Total	% of Variance	Cumulative %			
1	Work Relationship	10.036	27.878	27.878	Q46	Information about department policies and goals is shared with you	.633
					Q58	Your organization provide you timely necessary training	.588
					Q62	Conflict handled appropriately through proper communication channels	.548
					Q35	Your organization investigate the wishes and needs of customers as well as employees	.537

					Q63	Horizontal communication with other employees is accurate and free flowing	.533
					Q53	The amount of supervision given to you is about right	.528
					Q64	Your working group is compatible	.524
					Q37	In your organization there is exchange of useful information between department	.507
					Q60	The people of your organization have great ability as communication	.499
					Q61	Timely received job related information by organization	.475
					Q40	Your organization performance appraisal are taken seriously	.473
					Q54	Feedback is given to you regarding the recognition of your efforts	.406
					Q38	In your organization there is mutual communication between heads of department	.353
2	Leadership	2.110	5.861	33.738	Q42	Your organization is carefully selected new staff	.685
					Q56	You given information about company policies and goals	.655
					Q50	Your superior offers guides for solving job related problem to you	.642
					Q44	Information about my progress in my job is recognized and shared with you	.594
					Q51	Your superior trusts you	.459
					Q48	Shared information about benefits and pays attention to you	.427
					Q52	Your superior is open to ideas given by you	.424
3	Performance Appraisal	1.628	4.522	38.261	Q45	Recruitment related news always shared with you	.652
					Q43	Your organization employees' search possibilities to improve the organization	.645
					Q57	You given information about changes in our organization	.599
					Q41	In your organization employees closely monitor their own way of working	.542
					Q47	Information about the requirements of my job is shared with you	.452
4	Human Behaviour	1.482	4.117	42.378	Q39	Your organization departments support one another in the resolving of problems	.685

					Q49	Your superior listens and pays attention to you	.534
					Q55	Your superior know and understand the problems faced by subordinates	.480
					Q59	Your organization involved you in financial meeting	.404
5	Capability	1.276	3.545	45.923	Q36	In your organization there is useful cooperation between department	.701
					Q34	In your organization there is opportunity for employees to bring forward ideas before decision are made	.696
					Q33	In your organization employees are free to plan their own work	.600
6	Welfare & Incentives	1.164	3.233	49.156	Q32	In your Organization employees influence important decision concerning work	.645
					Q31	In your organization there is freedom to employee to implement decision according to their own views	.555
7	Communication	1.061	2.948	52.104	Q65	Organization meetings are well organization	.803
					Q66	Your subordinate are responsive to downward directive communication	.713

Factor Model for Organization Culture
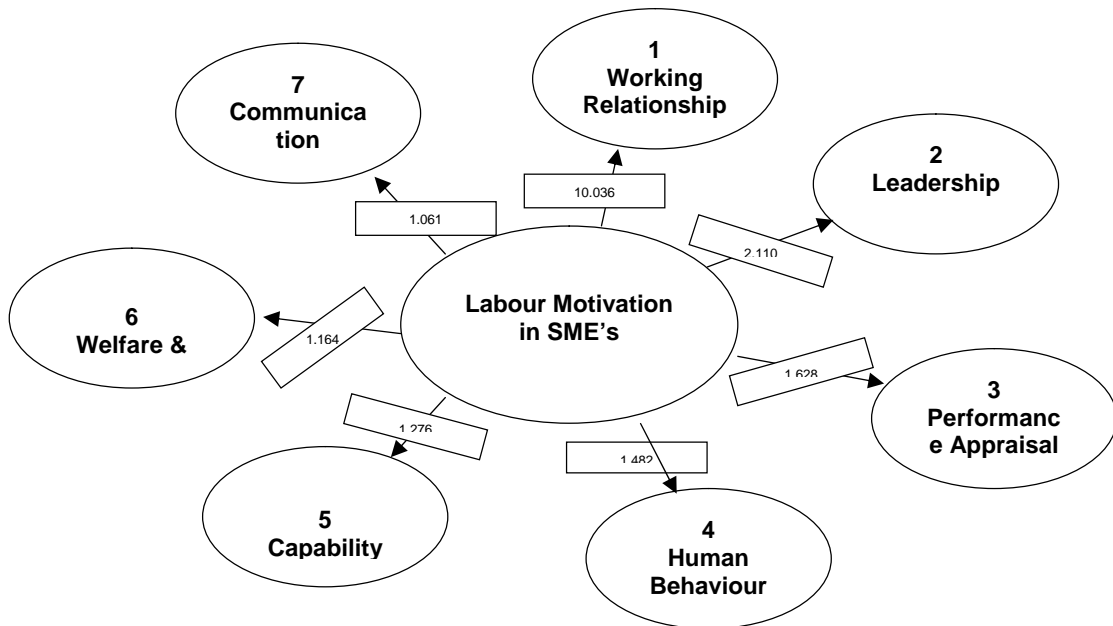
Regression between Social Networking Platforms and Organization Culture

The linear regression is measured by taking the sum of social networking platforms and organization culture by using SPSS software. In this examination social networking platforms was independent variable and organization culture was dependent variable. Therefore regression was calculated by taking dependent and independent variable

H_01: There is no impact of social networking platforms on organization culture

S	Model Summary		ANOVA		Coefficients			Null Status
	R Value	R Square	F Value	Sig.	Beta Value	T Value	Sig.	
1	0.915	0.837	1980.990	0.000	0.915	44.508	0.000	**Rejected**
Dependent Variable			social networking platforms					
Independent Variable			organization culture					

The significant F value i.e. 198.990 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 44.508 at 0.000% significance the level of significance at 0.05 with beta value 0.915 in table of Coefficients table indicates positive relationship between independent variable and dependent variable. The value of R value i.e. 0.915 is indicating highly positive correlation also shows R square value i.e. 0.837 indicates 83.7% of variance explained or impact of social networking platforms on organization culture. This means there is direct relationship between of social networking platforms independent variable with organization culture as dependent variable. Hence null hypothesis is not certified or rejected by the results of regression analysis.

Multiple Regression between Social networking platforms and obtain factors of Organization Culture

The regression is calculated by taking the total of social networking platforms and organization culture by using SPSS software. In this examination social networking platforms is independent variable and organization culture are dependent variable. Therefore regression is calculated by taking dependent and independent variable

Sub-Null Hypotheses

$H_01.1$. There is no impact of social networking platforms on Work Relationship (organization culture)

$H_01.2$. There is no impact of social networking platforms on Leadership (organization culture)

$H_01.3$: There is no impact of social networking platforms on performance appraisal (organization culture)

$H_01.4$: There is no impact of social networking platforms on human behaviour (organization culture)

$H_01.5$: There is no impact of social networking platforms on capability (organization culture)

$H_01.6$: There is no impact of social networking platforms on welfare & incentives (organization culture)

$H_01.7$: There is no impact of social networking platforms on communication (organization culture)

S	Dependent Variable(s)	Model Summary		ANOVA		Coefficients			Null Status
		R Value	R Square	F Value	Sig.	Beta Value	T Value	Sig.	
1	Work Relationship	.815[a]	.664	762.609	.000[b]	.815	27.615	.000	**Rejected**
2	Leadership	.845[a]	.715	966.719	.000[b]	.845	31.092	.000	**Rejected**
3	Performance Appraisal	.649[a]	.421	280.309	.000[b]	.649	16.742	.000	**Rejected**
4	Human Behaviour	.677[a]	.458	326.411	.000[b]	.677	18.067	.000	**Rejected**
5	Capability	.501[a]	.251	129.254	.000[b]	.501	11.369	.000	**Rejected**
6	Welfare & Incentives	.502[a]	.252	130.270	.000[b]	.502	11.414	.000	**Rejected**
7	Communication	.129[a]	.017	6.521	.011[b]	.129	2.554	.011	**Rejected**
Independent Variable				Social networking platforms					

- **Test 1:** The significant F value i.e. 762.690 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 27.615 at 0.000% significance the level of significance at 0.05 with beta value 0.815 in table of Coefficients table indicates positive relationship between independent variable and dependent variable. The value of R value i.e. 0.815 is indicating highly positive correlation also shows R square value i.e. 0.664 indicates 66.4% of variance explained or impact of social networking platforms on work relationship (organization culture). This means there is direct relationships between social networking platforms independent variable with work relationship (organization culture) as dependent variable is insignificant. Hence null hypothesis is not certified or rejected by the results of regression analysis.

- **Test 2:** The significant F value i.e. 966.719 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 31.092 at 0.000% significance on the level of significance at 0.05 with beta value 0.845 in table of Coefficients indicates positive relationship between independent variable and dependent variable. The value of R in table of model summary i.e. 0.845 is indicating highly positive correlation also R square value from same table i.e. 0.715 indicating 71.5% impact of social networking platforms on leadership (organization culture). This means there is direct relationships between social networking platform independent variable with leadership (organization culture) as dependent variable.

- **Test 3:** The significant F value i.e. 280.309 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 16.742 at 0.000% significance on level of significance at 0.05 with beta value 0.845 in table of Coefficients indicates positive relationship between independent variable and dependent variable. The value of R in table of model summary i.e. 0.649 is indicating highly positive correlation also R square value from same table i.e. 0.421 indicating 42.1% impact of social networking platforms on performance appraisal (organization culture). This means there is direct relationships between social networking platform independent variable with performance appraisal (organization culture) as dependent variable.

- **Test 4:** The significant F value i.e. 326.411 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 18.067 at 0.000 significance on level of significance at 0.05% with beta value 0.677 in table of Coefficients indicates positive relationship between independent variable and dependent variable. The value of R in table of model summary i.e. 0.677 is indicating highly positive correlation also R square value from same table i.e. 0.458 indicating 45.8% impact of social networking platforms on human behaviour (organization culture). This means there is direct relationships between social networking platform independent variable with human behaviour (organization culture) as dependent variable.

- **Test 5:** The significant F value i.e. 129.254 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 11.369 at 0.000 significance on level of significance at 0.05% with beta value 0.501 in table of Coefficients indicates positive relationship between independent variable and dependent variable. The value of R in table of model summary i.e. 0.501 is indicating average positive correlation also R square value from same table i.e. 0.251 indicating 25.1% impact of social networking platforms on capability (organization culture). This means there is direct relationships between social networking platform independent variable with capability (organization culture) as dependent variable.

- **Test 6:** The significant F value i.e. 129.254 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 11.369 at 0.000 significance on level of significance at 0.05% with beta value 0.501 in table of Coefficients indicates positive relationship between independent variable and dependent variable. The value of R in table of model summary i.e. 0.501 is indicating average positive correlation also R square value from same table i.e. 0.251 indicating 25.1% impact of social networking platforms on welfare & incentives (organization culture). This means there is direct relationships between social networking platform independent variable with welfare & incentives (organization culture) as dependent variable.

- **Test 7:** The significant F value i.e. 6.521 at 0.000 which is significant indicating good model fit in the table of ANOVA and value of "t" i.e. 2.554 at 0.000 significance on level of significance at 0.05% with beta value 0.129 in table of Coefficients indicates positive relationship between independent variable and dependent variable. The value of R in table of model summary i.e. 0.129 is indicating weak positive correlation also R square value from same table i.e. 0.017 indicating 1.7% impact of social networking platforms on communication (organization culture). This means there is direct relationships between social networking platform independent variable with communication (organization culture) as dependent variable.

Findings & Conclusion

The main objective of the study was to established causal effect relationship between social networking platforms and organization culture in service sector. Self design questionnaire was used to measures all the variable (s). The data was collected on the scale of 1-5 Likert's scale. Reliability test, Normality test, Factor analysis and Regression were used as a tools for data analysis.

Seven major factors i.e. Work Relationship, Leadership, Performance Appraisal, Human Behaviour, Capability, Welfare & Incentives and Communication were identified. Linear regression examined the impact of social networking platforms (independent variable) on organization culture (dependent variable). The value of "t" i.e. 44.508 at 0.000% significance at the level of significance at 0.05 indicates direct and positive relationship between both. The value of R square value i.e. 0.837 indicates 83.7% of impact of social networking platforms on organization culture. Hence we can conclude that there was impact of social networking platforms on organization culture in service sector.

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