Rising use of social network commerce essay

Life, Friendship

The intent of the research is to measuring the impact of the lifting usage of societal web among employee which may impact organisational public presentation. This survey is conducted to happen out whether societal web present positive or negative effects to the organisational public presentation. Besides holding advantages, there can besides be disadvantages because past research workers, have found that societal networking non merely gives good effects but besides bad consequence harmonizing to Pettenati, M. C. and M. Ranieri (2006) and Brandtzag, P. B. nd J.

Heim (2007) . The first impact on the societal networking towards the organisational public presentation is from the planetary positions. Harmonizing to Arrington (2006) , the use of societal networking is like phenomenon that spread from one state to another state. In add-on, past research measuring whole (or bounded) webs has found links between web places and single public presentation (Cummings, 2004) . Furthermore, like several emerging engineerings, societal networking sites, and their usage in the workplace, have been controversial issues.

Some argue that the usage of societal networking sites in the workplace leads to break employee productiveness through effects on intermediate variables, such as higher morale (Bennett, Owers, Pitt, 2008) . Others argue that the biggest concern about the usage of societal networking sites in the workplace is the loss of labour productiveness due to clip wasted at work. It was obvious that productiveness of employees was dropped due to habit-forming and inordinate browse and uploading exposures which were non related to the workplace (as cited in Aguenza, Al-Kassem & A ; Ahmad Puad

Mat Som, 2012) . It means that, societal networking sites may take to a positive or negative impact to the organisation public presentation, all the effects is depend on how they use the societal networking at the workplace either the use is for the work related purpose or merely for their societal intent.

Furthermore, from the Malayan position, the Malaysian Anti-Corruption Commission (MACC) said that, civil retainers and staff of government-linked companies (GLCs) surfing societal networking or engaging in personal affairs during working hours may be categorized as holding committed corruptness (as cited in Citizen Infonet 1st in Malaysia, 2013) . Besides that, harmonizing to Sutinah, the perpetrators could confront disciplinary action if they are actively prosecuting in other personal undertakings during work hours and it could be considered conflicting the employment contract (as cited in Citizen Infonet 1st in Malaysia, 2013) . However, harmonizing to president of Cuepacs Datuk Omar Osman, he said that societal networking is one of the good manner to promote people to be more tech-savvy and updated on current personal businesss, nevertheless civil retainers must give their work hours to organisation, section or bureau. Other than that, he besides proposed that an organisation should underscore what type of web sites, if surfed by a civil retainer during working hours, that could be considered rolling from their occupation specifications. Besides that, the organisation besides should give a clear guidelines to the full employees in term of what actions can be penalised, and besides for the disciplinary commission to find what is within the occupation range and what is no T (as cited in Citizen Infonet 1st in Malaysia, 2013) . On the other

manus, at Parkson from the direction position the usage of societal networking gives a bad impact towards this organisation public presentation whereby there a batch of clip that have been wasted for this societal networking. Most of their clip, they spend to look intoing their Facebook histories, update position on Facebook and on-line chitchat with their friends.

Some of their occupation are been delayed and can non complete it on that clip. That is the ground why all houses non allows societal networking site usage in the workplace. In fact, 23 per centum of houses do non let their employees to utilize societal networking sites (Brodkin, 2008) . So, in order for them to be focus on their occupation the organisational have to barricade all the entree to the societal networking from been viewed by the staffs.

Parkson Corporation Sdn Bhd is the retailing arm of Lion Group. The Lion Group was established in the 1930 ' s and today, has offices in Malaysia, Singapore, Indonesia, China, Hong Kong, Taiwan, USA and Mexico. The Lion Group has diversified into several others sectors such as motor (Suzuki) , Sur (Silverstone) , computing machine division (Likom) , and retail and service (Parkson) . Parkson Corporation Sdn Bhd was established in 1987 and the one of the largest retail ironss in Malaysia. As a voguish household shop, Parkson Corporation Sdn Bhd has operated 32 departmental shops across the state and the Parkson Retail Group besides has several ventures in China and Vietnam.

Vision Statement Parkson vision is " to be the best retail merchant Malaya can be proud " . Mission Statement The mission is to be " The Best Topographic point to Work and The Best Topographic point to Shop " . In

order to accomplish the mission, Parkson provides their employees with contributing working environment by giving them a safe and happy topographic point to work, effectual leading, bipartisan communicating between staff and superior, attractive wage and giving benefits compatible to accomplishments and public presentation, every bit good as giving their employees with uninterrupted larning chances (developing and development) . In add-on, the type of concern that Parkson is involved in is a retail concern. This sort of concern involves the procedure of selling ware to stop clients. Furthermore, Parkson Corporation Sdn Bhd offers their clients the latest in planetary tendencies and manner with many associations with both local and international providers.