

The Moderating Effect of User Engagement on User Behaviors and Impressions in Enterprise SNS

Emergent Research Forum Paper

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Abstract

Enterprises continue to invest in social media technologies with analysts estimating organizations to invest \$4.8 billion in internal social media by 2020. However, many organizations are still searching for how effective these technologies are within the workplace. The current research proposes a model to explore the impact of Enterprise Social Networking Sites (ESNS) on employee impression formation, team member preference and willingness to share. Furthermore, the research explores how employees actually engage in the technology (hedonic or utilitarian). The goal is to get a clearer understanding of how traditionally hedonic technologies such as social networking sites are used within a utilitarian environment to form perceptions of other employees.

Keywords

Enterprise Social Networking Sites, hedonic, utilitarian, impression formation.