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Social media: an instrument to strengthen e-Personality in the Organizational Citizenship Behaviour to improve quality of work life balance

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Abstract: The purpose of current study is to analyse different dimensions of the organizational citizenship behaviour and quality of work life balance. Meanly social media has formed virtual all time connections and communication involving formal and informal elements which plays important role in personal involvement and attachment which adds value to the organization and employee also. Organizational citizenship behaviour closely related to Quality work life balance is emerging era to implement and develop new models which can have significant impact on organizational outcome. Earlier study focuses on internal usage of social media but not external reliability, dependability as part of strength of communication. Day by day, the challenges of employee work environment are drastically changing and increasing. Different dimensions due to demographical characters, task variety, team variety and advancement in standards, structures, availability in resources and technology demands thorough study on unique identification of employees for development in their organizational citizenship behaviour. Social media provides participative platform to open up collective voice and to harmonize democratic environment improving organizational citizenship behaviour. It builds e personality of the employee with cardinality which contributes to both work and life quality and in business and project organisations it differs. The researcher aims to elaborate and study the same.

Keywords: Cardinality, Communication, e Personality, Organizational citizenship, Quality of Work life, Social Media.
Abbreviations': e-Personality- electronic personality; G- Group, OCB- organizational citizenship behaviour; QWL- quality of work life.

1. Introduction

Ample advancement in organizations and competitive market needs continuous study and improvement in business models. Academicians and researchers also being appealed to the concern of dedication and commitment, which adds value to organizations and helps it to achieve its goal in standard and significant way i.e. Organizational Citizenship Behaviour. This commitment of employee cannot be restricted by any mean. So it can be improved and strengthened with proper model which will identify and take a chance to polish the desire (willingness) or drive of employee for commitment towards organization. So the proactive measures can be taken in organization to develop and to create a platform for flourishing employees so that they will identify themselves as responsible Organizational citizen.Quality of work life and Organizational citizenship behavior are with healthy relation can be more significant business model to develop morale of employee as not only responsible resource but also recognizable, dependable and reliable citizen of organization. Social media communication playing vital role in improvement of these dimensions. The researcher has developed integrated approach of different categorical dimensions towards organizational citizenship to improve the quality and balance work life of employees. And also have proposed the e personality model as major social media instrument to strengthen quality of work and life.

2.Significance of The Study

The managers may not have measured any facility in-role, extra role and social media role for their employees to have a decent work-life balance. So staff can be displeased of their work and its effects on their ability to avoid unproductive things, wasting materials, energy, efforts, money, and time in doing something or in creating a preferred outcome. Therefore the key question of the research can be considered as: can social media strengthen relationship between quality of work life and organizational citizenship behaviour?The significance of this research is to enlighten the business model for organizational citizenship behaviour in light of social media, to strengthen e-Personality in the Organizational Citizenship Behaviour to improve quality of work life balance.

3.Review Of Related Studies

Madesn explained through his case studies that internal social media as quiet arena, knowledge sharing arena and participative arena communication as organizational identity, positive coworker's communication and constructive contributing to organization. In very recent **(2018) study, Kumar and Priyadarshini** have represented that social media communications and sharing of information have significant impact on employee's personal, professional and work life balance.**Plomin and Daniels (1987)** article about personality development study, explores that individual behavior and personality can change with the external environment influence**. Zaakhani(2008)** study explores voluntary and free OCB influencing to quality of work. **Avjeet(2016)** suggested appreciation to add varieties of instrumentalities as key to improve QWL, to appreciate changes to get more productivity and efficiency while enjoying work.Impact of social media to trace the reliability and dependability and also using the tools as participative, reporting, knowledge sharing and Information dissemination to accelerate organization citizenship behaviour to improve quality of work life while enjoying work.
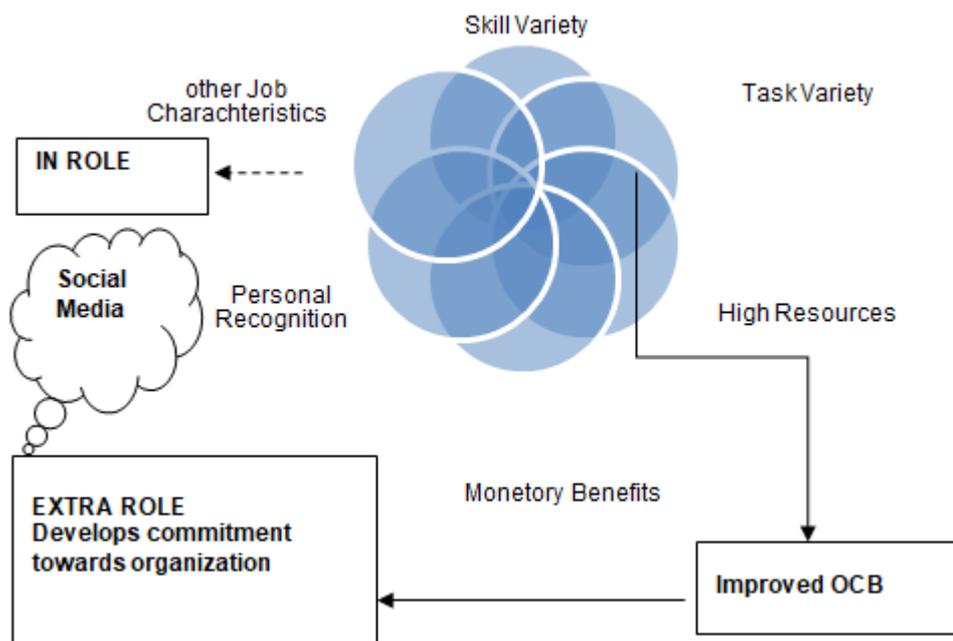
4.objectives of The Study

- To study and integrated approach of dimensions of organizational citizenship and quality of work lead in effective organizational environment at workplace.
- To identify and apply cardinality modeling to specific e-Personalityof organizational Citizenship Behaviour
- To design business model of Social Media Information Exchange Pattern associated with identified cardinality.

5.Problem

Employee Willingness, desire are based on his abilities, traits and motivation in workplace which can be improved for Commitment of employee from in role to extra role resulting in qualitative organizational citizenship behaviour and quality of work life balance. Social Media interactions can boost and voice democratic and healthy communications as major elements of extra role.

Figure 1 Social Media Role based OCB

6.   Results and Discussion:
A)   e-Personality Cardinality Specific of organizational Citizenship Behaviour

On social media virtual communication groups are formed either for particular formal team work or mostly as friends group. Day by day, with increased usage of mobile devices Social media group are not limited to informal friends group but also being used by organization to form task groups, project groups or office groups, or teams with assumed or specified objective.

As use of these official informal or formal social media groups participation shows efficient and productive extra role improvement by involvement of group members that are employees, similarly on the other hand in-role productivity may suffer from this social media or mobile usage engagement.

Types of E Personality Cardinality:

A.1) One to One Interpersonal:
One individual communicating and sending messages to another individual for either official or / and personal information exchange.

A.2) One to Group:
One individual communicating and sending messages to group of multiple participants for either official or / and personal information exchange.

A.3) One to All:
One to all involves broadcasting the message to all list of contacts to share and spread the information.
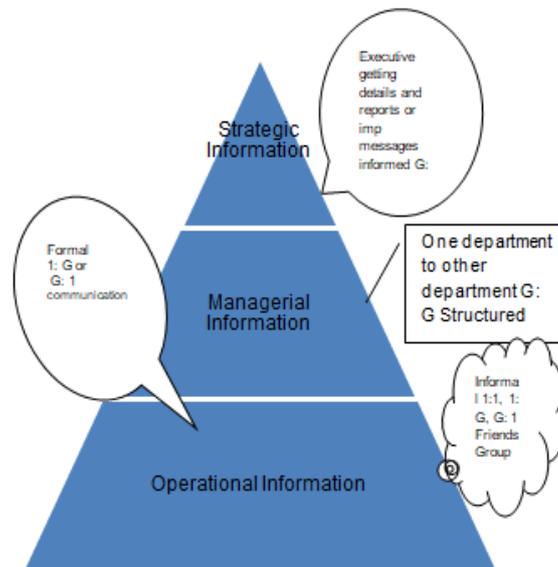
A.4) Group to One:
One group can have admin to get updates and details of happening from multiple participants through such kind of communication.

A.5) Group to Group:
One group communicates the information to other group of people. Mostly for organizations having multiple branches such kind of communication group network helps to sort out delay and quick service/job/product information.

Figure 2 Social Media and Organization Information System

The Figure No.2 depicts the cardinality possibilities and associations generally observed in organizational citizen social media behaviour. Individual behaviour may have strong bonding and balanced official and personal communication exchange. Group of employees at symmetrical level may discuss official level issues and also may express opinion in extended manner in absence of superiors or subordinates.

Such social media communication also gives chance to all participants to keenly observe the teammates response, refocus and then decisions or opinions can be shared, this can give cumulative voice as voice of team as solution for so many problems. As social media usage or not restricted communication systems one can take a time to respond or may not respond also, but then also it is observed that participants takes initiative and assumes it moral responsibility in extra role which automatically get them involved into productive extra role by having thought of organization and organizational tasks, which helps in strengthening of organizational citizenship behaviour.

B) Relationship between QWL and OCB:
The major determinants to develop organizational Citizenship behaviour represented in figure no.3 are task variety, Skill Variety, job demands, resources, interpersonal relations abilities and dedication can be identified and motivated from open actions, reactions, interests, group or superior's appreciation/ affection or not

responding at all also say a lot can be very interesting relationship analysis to observe and motivate healthy relationship between quality of work life and organizational citizenship behaviour.

Figure 3. Determinants of organizational citizenship behaviour.

C) Business Model:

After specifying concept and analysing in depth separate concerns business model with specific association can be established to support further analysis and study is as below in Table1.
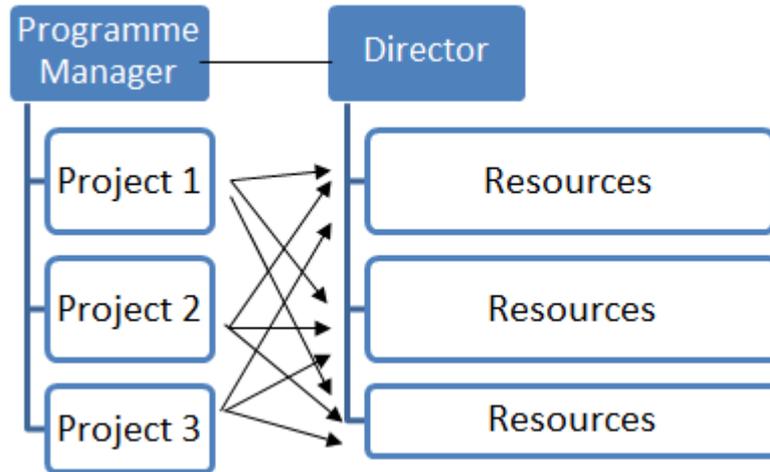
Table 1: Business Model Of Social Media Information Exchange Pattern Associated With Cardinality.

Sr. No.	Cardinality	Information Patterns	Major determinants To focus and improve	Measures
1	1:1	Personal, Official Information Exchange	Interpersonal Relations, Resources, Ability, Interest, Skills	Affection, Motivation
2	1:G	Orders, Circulars, Instructions, Notices, Controlling Information	Task variety, Dedication,	Dependability, reliability and controlling
3	1:A	Greeting, Wishes, Knowledge Sharing	Interpersonal Relations, Resources	Affection, Motivation
4	G:1	Information exchange	Job demands, Task Variety	Planning and Scheduling Routines
5	G:G	Data, details, official business input parameters, query sharing, Batch Details, Summary reporting	Job demands, Task Variety	Interaction and Dependability

It is concluded from Table no.1 that, interestingly social media behaviour cardinality, information patterns associates to different determinants or factors to consider so as analysing different respective measures.

As organizational project management involves non-recurring activities, communication pattern changes according type of project.

Figure 4. Flow of Project organization Communications.

As shown in figure no. 4, project organizations communication changes according to project changes. As project is temporary endover every time social bonding may not be up to the extent as it might be in continuous business operations. Most probably such communication limits to one - many (Group) communication.

7.Conclusion

In this paper, the researchers have studied how integrated approach of dimensions of organizational citizenship and quality of work lead in effective organizational environment at workplace. At all individual, group and organizational levels external and internal working platforms deliberately identified, its association with information pattern resulting with different measures for polishing and improving them will help in building and strengthening organizational citizenship behaviour with proper mix of in-role and extra role productivity.

In future research, one can study statistics of in-role and extra role social media engagement and productivity by analysing social media data followed by extraction, transfer and download process or by framing questionnaire for cardinality specific engagement of social media users and getting filled by direct respondents for data generation.Use of social media and mobile devices is banned in so many organizations also. This restriction clearly shows conflict with use of social media which can be efficiently and effectively be handled so as to increase in-role and extra role capacity. On the other hand, many of organizations are using social media based campaign, marketing and information exchange methods to give ease of access and to provide dependable, reliable and strong network based information and communication flow in organizational citizenship behaviour so as to improve quality of work life balance.

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