

SPECIAL ISSUE NOVEMBER 2017

Bulletin of HIGHER EDUCATION RESEARCH

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INTRODUCTION

This special issue of the research bulletin presents conference proceedings comprising twelve papers, in abridged form, presented at the National Conference on Creativity in Education and Humanities which was held on 25-26 October 2017. The conference aims to develop knowledge and understanding about creativity, and raise awareness of the importance of creativity in education and humanities.

Creativity is necessary as it forms a good foundation for education and the humanities' ecosystem framework. It is also linked to concepts such as critical thinking, problem solving and innovation. The accurate understanding of the concept of creativity, and its application in the framework of current scenarios will be a significant agenda in the effort to produce sagacious workforce and innovative citizens. To compete in this challenging century, it is imperative to enhance creativity among individuals in the society including in pre-tertiary and tertiary education.

The papers selected for publication in this issue range from issues pertaining to creativity in teaching and learning, and the workplace, to internationalisation strategies. Some of the papers conceptualise how to deal with challenges creatively, while others present practical applications of creativity. Even though some of the papers do not deal directly with education, the issues raised have relevance to the context of education. Further, the insights and implications presented in the papers can contribute to the development of both pre-tertiary and tertiary education. All in all, the papers demonstrate the importance of creativity and the understanding of it in solving various problems today, and in creating a knowledge-based and creative society.

THE USE OF SOCIAL MEDIA AT A MALAYSIAN TRANSPORTATION ORGANIZATION: CREATING BENEFITS OR BANE FOR THE WORKPLACE?

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INTRODUCTION

Computer-mediated-communication (CMC) tools commonly known as social media, has provided novel competencies for knowledge sharing for organizations (Majchrzak, et al., 2013). The term social media means “a group of Internet-based technologies that allows users to easily create, edit, evaluate, and/or link to content or to other creators of content” (Kaplan & Heinen 2010, c.f. Majchrzak, et al., 2013 p. 33). These abilities are embedded in technologies like microblogging such as employee uses of Facebook, Twitter or Instagram. It was reported that four out of five companies adopt social technologies in the year 2012 (Overby, 2012), and 86% of managers believe in the significance of social media as agents of growth (Majchrzak, et al., 2013) at minimal cost (Sejpal, 2012). However, there are challenges in the workplace due to the pervasive use of social media. Employees may become addicted to the use social media applications to a point of using them during working hours. On the other hand, employers cannot prevent the usage of social media during working hours as most literature show that social media has become increasingly important (Peacock, 2008). This poses a challenge to businesses in workforce performance.

LITERATURE REVIEW

Employees’ productivity may be increased by the usage of social media by being sociable, communicative and connected. Surfing the net is said to improve concentration among employees as the brain needs short time-outs to relax and rejuvenate (Fahmy, 2009, cited from Aguenza et al., 2013). Aguenza et al. (2013) reported that more than half of the 2,500 of AT&T’s employees, feel that social media increased their skills, productivity

and competencies in creativity and problem solving. Most organizations prefer social media sites for employment purposes to lessen hiring costs or CVs produced by job seekers as well as to assess the candidate online (Logeswaran, 2013).

Having said that, the extensive usage of social media sites at work could pose a lot of risks like “loss in staff productivity, data leakage from staff gossiping freely in an open environment, damage to a business’s reputation, scam practiced by cyber crooks, and the open access to organization’s information due to outdated passwords.” (Wilson, 2009, p. 54-56). Breslin (2009) claimed that the organization has the right to reprimand workers for postings that harass co-workers or cause damage to the company. The dismissal of 13 Virgin Atlantic Airplane cabin crew due to improper posting on social media sites (Quinn, 2008) indicate how workers would find ways to be unproductive hence appropriate regulations must be imposed (Cornelius, 2009).

THE PRESENT STUDY

Organizations find that usage of social media at the workplace as acceptable as it enhances work communication and relationship. However, the invasion of privacy can be a major issue.

A quantitative study was conducted on the effects of social media usage by 62 employees of a transportation company in Kuala Lumpur with reference to employee work performance. Findings can be seen in Figure 1.1 below.

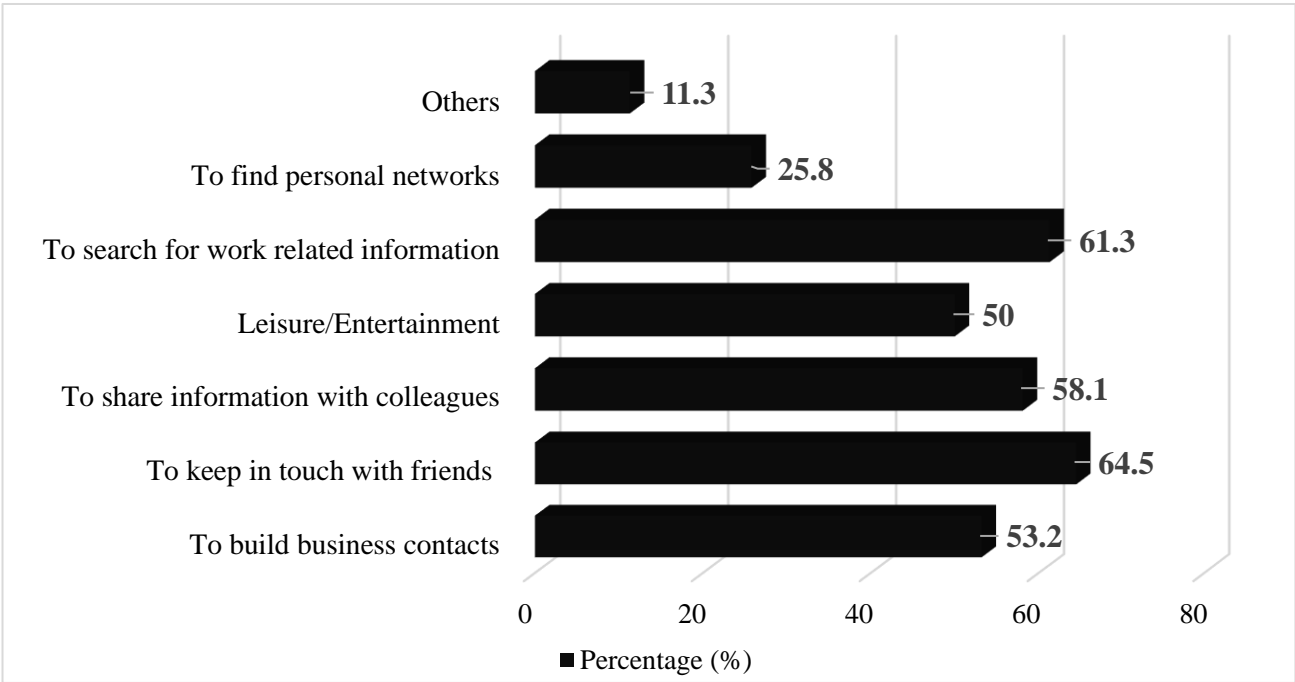


Figure 1.1: Reasons of Using Social Media at the Workplace by Percentage

Majority of the respondents use social media to keep in touch with friends at work (64.5%) while more than half of the respondents (61.3%) use social media to search for work related information. Sharing of information with colleagues (58.1%) and building business contacts appears to be an important reason as well.

Figure 1.2 below shows that more than half of the respondents agreed that disciplinary action is important for excessive usage of social media for personal purposes; that employees should not be judged by their employers on the basis of their social media activities and that close monitoring of social media usage is desired.

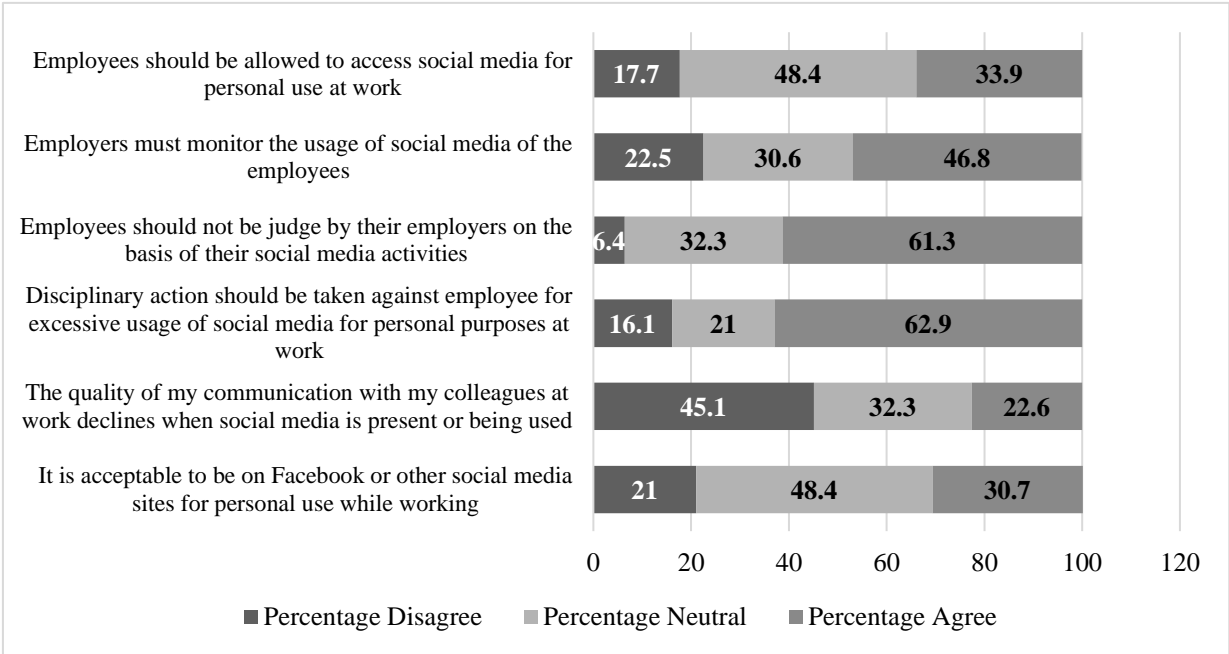


Figure 1.2: Perception on Social Media Usage for Personal Communication at the Workplace by Percentage

Figure 1.3 below shows that more than half of the respondents agreed that the social media in workplace communication keeps them up to date with the necessary current market, encouraged them to think out of the box, thus benefits the company by reducing hiring and promotion cost.

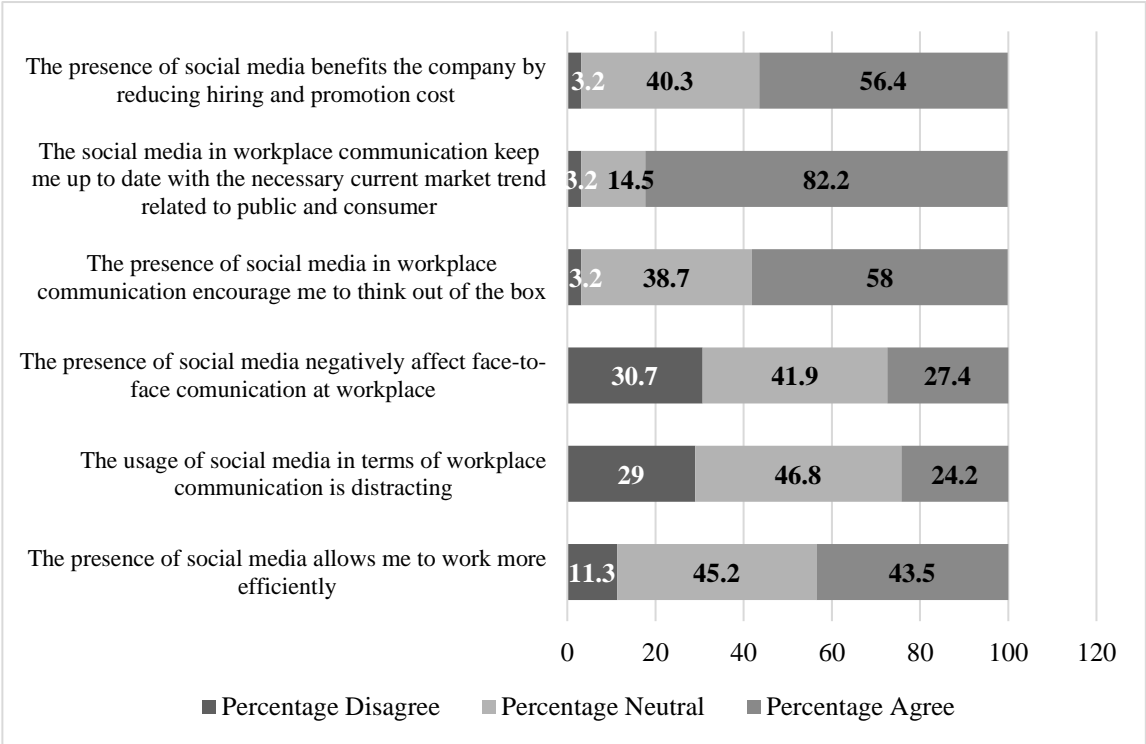


Figure 1.3: Perception on Social Media for Business/Organizational Communication at Workplace by Percentage

CONCLUSION

It can be concluded that while social media can be beneficial to the organization, there must be a mechanism to control and monitor the usage of social media. This can provide a sense of freedom and satisfaction for the employees. Suggestions from the respondents include the call for the authorities to monitor the usage by setting policies such as limiting quota for Internet use and warning the employees that disciplinary action will be taken against those who use social media excessively.

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CALLING FOR ARTICLES

The *Bulletin of Higher Education Research* welcomes short articles, opinions, comments and information about people and events related to higher education in public and private institutions in Malaysia and abroad.

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