The proliferations of social media in enterprises have opened up new opportunities, but at the same time it has also raised new work and workplace related concerns and challenges, such as increased job stress, lack of clear personal and professional boundaries, role conflict, and information misuse. These challenges associated with the new ways of work, if unresolved, could adversely affect the organizations.

This minitrack examines the nature and roles of social media in relation to work-related issues, including work/job design, workplace productivity, and workforce relationship. This research lies at the intersectionality of multitude of disciplines and addresses organizational, managerial, technical, and behavioral perspectives on enterprise social media.

This minitrack presents 6 papers by 17 scholars in 2 sessions on diverse aspects, ranging from challenges and impacts to strategic implications of social media in enterprises. We introduce the 6 papers briefly below.

In the first session of the minitrack, Ruth Stock and Matthias Groß start the session by presenting their paper, entitled “How Does Knowledge Workers’ Social Technology Readiness Affect Their Innovative Work Behavior?” Drawing upon the theory of planned behavior, this study examines the impact of knowledge workers’ social technology readiness on their innovative work behavior by using a data sample of 310 knowledge workers.

In their paper entitled “Adapt to Changes or Not? The Mediating Effect of Individual Adaptability between Social Media and Task Performance,” a group of researchers-Yang Gao, Xi Zhang, Aihui Chen, Yongqiang Sun, and Renyu Zhang- draw upon the adaptability theory and propose a model on social media activity, employee adaptability and task performance. Based on data collected from 210 Chinese knowledge workers, the study reveals that social connection activities play a positive role in employees’ three adaptabilities while entertainment plays a negative role.

Wietseke Van Osch, Charles Steinfield, and Yanjie Zhao study the impact of social media technologies on cross-boundary knowledge creation and management inside organizations. In their paper entitled “Team Boundary Spanning through Enterprise Social Media: Exploring the Effects of Group-Level Diversity Using a Data Science Approach,” they draw on log data from 415 unique work groups in an enterprise social media (ESM) system, and use a machine learning approach to automatically detect three distinct team boundary-spanning activities. The study suggests that the extent to which teams engage in boundary spanning through ESM is affected by group visibility as well as three distinct sources of group structural diversity.

In the second session of the minitrack, Chien-I Weng, Hsi-Peng Lu, and Pei-Shan Wei present their exploratory qualitative study in the paper entitled “Did You LINE Today? Strategies for Creating LINE Online to Offline Customer Experiences.” This research work focuses on the integration of online App-based services and offline real-world marketing and categorizes these services into five types of experiential strategy models. The results offer several lessons related to the integration of the virtual and physical worlds to create customer O2O (Online to Offline, Offline to Online) experiences.

Ricardo Buettner’s study focuses on users of career-oriented social networking sites and examines their job search behavior. One interesting finding of the study is the presence of a substantial negative relationship between the number of contacts and job search success. More results of the study are reported and useful practical implications are discussed in the paper, entitled “Getting a Job via Career-oriented Social Networking Sites: The Weakness of Ties.”

Finally, the importance of Social Commerce by micro businesses is highlighted in the presentation of the paper, entitled “From Blogosphere to Social Commerce: A Laddering Analysis of Sellers’ Motivation,” by Syahida Hassan, Janet Toland, and Mary Tate. This paper explores the factors that motivate members of a virtual community to venture into business-related activities, i.e., selling goods and services to other community members and/or writing product reviews. Their data analysis reveals members’ motivation to increase profits and ensure business sustainability as well as to achieve a sense of virtual community.