

The Networking Tools as Catalyst for Organizational Identification and Newcomers' Turnover Intention

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Abstract

The research on turnover intention is gaining momentum for the second time due to the position of the next generation of workers as a crucial issue for the majority of human resource professionals. Despite the recommendations and approaches suggested in the expanding body of work on retaining the newcomers at the workplace, the knowledge about the role of technology in influencing organisational identification and predicting turnover intention is scarce. To address this gap, this research investigated the networking tools on organisational identification and newcomers' turnover intention. Underpinned by social capital theory, and social identity theory, this study hypothesised that organisational identification would mediate the association between virtual CoP and turnover intention. It also hypothesised the moderating role of internal social media in the association between virtual CoP and organisational identification. Questionnaire surveys were distributed to newly recruited employees who gained less than two years of working experience in the ICT industry. A total of 320 samples were analysed using Partial Least Square Structural Equation Modeling (PLS-SEM) version 3.3.2. It was found that organisational identification significantly mediated the association between virtual CoP and turnover intention. It was also recorded that the internal social media strengthened the association between virtual CoP and organisational identification. Theoretically, the current research has contributed to knowledge through the support for the importance role of networking tools, specifically virtual CoP and internal social media as a platform to develop a social relationship in retaining the newcomers. Practically, this study has demonstrated to the employers and human resource practitioners that the social networking tools, plays an imperative role in reducing the turnover intention among newcomers. This socialisation enables the newcomers to equip themselves with knowledge about the organisation and job-related tasks, particularly social relationships and a sense of self-belongingness among the newcomers. With this approach, effective organisational members and insiders could be developed, which may reduce their turnover intention.

Keywords: virtual CoP, internal social media, organisational identification, sense of belongingness, turnover intention

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