

## FACEBOOK NETWORKING AND EMPLOYEE PRODUCTIVITY IN MONEY DEPOSIT BANKS IN RIVERS STATE UNIVERSITY, PORT HARCOURT, NIGERIA

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### ABSTRACT

Business processes have now become so complex and difficult and for organizations to achieve their objectives, they look for more innovative means of enhancing the productivity of employees. One of such contemporary means is social networking, which includes Facebook networking. This study examined the relationship between Facebook networking and employee productivity measured in terms of service quality and employee task accomplishment of banks operating in Rivers State University, Port Harcourt, Nigeria. A survey design was adopted for the study using the questionnaire as the research instrument. The population of this research work is made up to 65 employees working in money deposit banks operating in Rivers State University, Port Harcourt, Nigeria. The data were analyzed through the use of frequencies and mean scores and the Spearman's correlation coefficient was used to test the relationship between the variables of the study with the aid of Statistical Package for Social Sciences (SPSS) Windows version 22 with a significance level of 0.05. The findings revealed that Facebook networking has the significant influence on service quality and employee task accomplishment, thus employees should adopt Facebook networking in performing their duties in order to enhance the quality of service provided and to attain with ease task assigned to them.

**KEYWORDS:** Facebook Networking, Employee Task Accomplishment, Productivity, Service Quality

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