

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

Article History

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INTRODUCTION

Employees are important and valuable assets in the organization and therefore have a greater part to play in other for the organization to succeed and achieve its objectives in this changing environment. Economies all around the world are changing frequently and continuously and workers that are knowledgeable in information and communication technology have become exceedingly important to the survival of any organization. Hence, digital proficiency and frequent connection to the internet has become a mandatory skill needed in solving organizational work challenges not just for the employee, but also for the organizations (Assa, Ycliff & Nyaribo, 2013). Organizations are determined on enhancing their performance in the context of the current unprecedented level of competition; hence, they are exploring social networking such as Facebook because it has some promise for operational improvement (Appalaya, Vani & Nageswara, 2013). According to Boyd & Ellison (2007), social networking like Facebook is considered to be of great relevance for both employees and business organizations, since it provides a means of maintaining existing social relations.

These phenomena have received the rapt attention of the managers relatively recently. The use of social networks gives concerns and challenges for managers. However, managers will find it difficult to prevent an employee from using the social network in the organization due to its impact on the employee work outcome (Baker, Bouoni, Fee & Vitale, 2011). More so, this is as organizations all over the world are faced with diverse challenges and are searching for various means to solve these problems and to compete effectively and efficiently.

The usage of Facebook has and is inducing mixed and different feelings among millions of persons across the globe and has transformed the way employees behave in the organization (Bakker & Demerouti, 2008). However, employees sometimes waste so much time on Facebooking, engaging in works not related to their assigned activities in the organization by spending organizational time in interacting with members of family, blogging, downloading, watching a video and listening to music and checking sports result which affects their work outcomes (Richards, 2012). Furthermore, the application of social networking such as Facebook in the organization has brought lots of controversies. Some are of the view that its usage in the organization leads to better employee productivity (Patel & Jasani, 2010) while others said that its usage in the business organization reduces labor productivity (Shepherd, 2011). It is based on the above -identified problems and controversies that this study seeks to empirically ascertain how Facebook networking influences the service quality provided by the employee and task accomplishment of the employee in money deposit banks using banks operating in Rivers State University, Port Harcourt, Nigeria as study context. To guide the study, two hypotheses were tested and they are:

Ñ **H0₁**: There is no significant relationship between Facebook networking and service quality of employees.

Ñ **H0₂**: There is no significant relationship between Facebook networking and task accomplishment of employees.

LITERATURE REVIEW

Facebook Networking

Facebook is a social networking service where users create personal profiles, add other users as friends and exchange messages, which include automatic notifications when other participants update their own profiles. Additionally, participants may join groups that are characterized by common interest such as workplace group. Facebook was launched in 2004 by Mark Zuckerberg, Dustin Moskovitz and Chris Hughes help students in university for the purpose of identifying students who are dwelling in other environments (Thuseethan & Kuhanesan, 2014). One month later, it was explicated by Mark and friends to all the students in Harvard University. From their Facebook expanded to all high school's local area networks and to all internet users all over the world. The advancement in information technology and communication has brought a considerable increase in social networking such as Facebook which has helped many to keep in touch and share or disseminate information with other persons. Making or allowing the world to get connected (making the world a global village) is one of the major goals of Facebook by connecting people together.

Facebook is a Single-Page Application (SPA) that offers a well and organized web page where participants can store their personal details and make connections with other participants. The disclosure of friends is not only limited to, each user personal profile, but also to their whole networks. This function of the Facebook network enables users' to roam from friends profile to anywhere this allows the individual's social network to grow quickly across the globe (Thuseethan & Kuhanesan, 2014). This ability or capability is the backbone of Facebook and became the only reason of its growth when compared with other social networking means Also, the simplicity of Facebook is one important reason for

attracting millions of users around the world. Furthermore, in the month of December 2011, out of every seven minutes spent online by individuals, Facebook accounted for one minute and in 2012, users of personal computer spent, on average, of four hundred and five (405) minutes on Facebook (Protalinski, 2012).

Employee Productivity

Borman & Motowidlo (1993) divided productivity into the task and contextual productivity. Task productivity is the effectiveness and efficiency with which job incumbents perform activities that contribute to the organization's technical core (Borman & Motowidlo, 1993). Contextual productivity is productivity that is not formally required as part of the job, but assists to mold the psychological context of the organization (Borman & Motowidlo, 1993). Contextual productivity has been further suggested to have two facets which are interpersonal facilitation and job dedication. Interpersonal facilitation includes cooperative and helpful acts that help the productivity of a co-employee. While job dedication includes self-disciplined and motivated to support organizational objectives and goals (Motowidlo & Van Scotter, 1996). Contextual productivity and related elements of productivity, such as organizational citizenship behavior, pro social, organizational behavior, and extra-role productivity contribute to organizational effectiveness (Van Dyne, Cummings, and Parks, 1995). However, for the purpose of the study, employee productivity is measured using service quality and task accomplishment. These are discussed subsequently.

Service Quality

Quality has been defined as the sum total of features that characterize a product or services to satisfy stated or implied needs (Zeb-Obipi, 2015). Service quality is the degree to which a service satisfies customer requirements. Service quality is a means to manage organizational processes in order to ensure that customers have total satisfaction at all levels. It is a method that leads to an increase in competitive advantage, effectiveness, efficiency, and flexibility of the whole organization (Prabha, Soolakshna, & Perunjodi, 2010). Parasuraman, Zeithaml & Berry (1988) explained that service quality is the total judgment towards a service provider which is an antecedent of customer satisfaction. It is the ability of the organization to meet or exceed customer expectations (Zeithaml, Parasuraman & Berry, 1990). If customers' expectations are more than service quality, then perceived quality is less than satisfactory, hence dissatisfaction of customer will occur (Lewis and Mitchell, 1990). Customers see the product quality as low if the particular product does not conform to their expectation and high if the products conform to expectations (Oliver, 1980). More so, Zeb-Obipi (2015) observed that quality standards or measures include zero or highly reduced defects. There should be standards for purity, customer feedback and reduced waiting time for service. Service quality consists of five dimensions: **tangibles** which include physical appearance of facilities; **reliability** which involves the capacity to deliver service precisely; **responsiveness** which involves the ability to assist and provide customers with timely services; **assurance**, this entails courtesy of the workers and capacity to make customers believe the organization; and **empathy**, this has to do with caring and individual consideration the firm provides to its customers (Prabha et al., 2010). Reliability is considered the major and most important of service quality. Other components of service quality will be of the essence to customers only if the service is reliable (Berry *et al.*, 1994). Consequently, having an improved understanding of consumers' attitudes and behavior will help to facilitate how to know the way they perceive service quality (Parasuraman *et al.*, 1988).

Task Accomplishment

Task accomplishment refers to a person's contribution to organizational productivity, the actions that are part of the formal reward system, and prescriptions indicated in the descriptions of the job (Williams and Karau, 1991). It shows

the level or the extent an employee performs the roles or tasks assigned to him or her. At a general level, task accomplishment consists of activities that transform materials into the goods and services produced by the organization and to enable efficient operation of the organization (Motowidlo and Van Scatter, 1994). Thus, task accomplishment refers to the fulfillment of the requirements that are part of the agreement between the employer and employee. Furthermore, task accomplishment refers to the specific tasks and duties inherent in the jobs of the employees. It is the behaviors that are directly involved in the manufacturing of goods or services (Werner, 2000).

METHODOLOGY, DATA ANALYSIS AND RESULTS

A survey design was adopted for the study using the questionnaire as the research instrument. The population of this research work is made up of 77 employees working in money deposit banks operating in Rivers State University, Port Harcourt. The five banks are UBA (23), Skye bank (13), Access bank (16), Fidelity bank (14) and Eco bank (11). However, out of the 77 copies sent out, sixty-five (65) completed copies of the questionnaire were retrieved which served as the basis for the data analysis. The data were analyzed through the use of frequencies, mean scores, and Spearman's correlation coefficient was used to test the relationship between the variables of the study through the use of Statistical Package for Social Sciences (SPSS) Windows version 22 with a significance level of 0.05. The following paragraphs show the data on the variables of the study based on each of the items in the research instrument. It indicated the percentage responses, mean scores, associated weighted scores on each variable of the research work.

Items and Scores on Facebook Networking

Three measurement items in the research instrument, which are B4, B5, and B6, were employed to collect data on Facebook networking and the responses and scores are presented in Table 1.

Table 1: Items and Scores on Facebook Networking

B	Facebook Networking	SD	D	I	A	SA	Sum	Mean
		1	2	3	4	5		Score
B4	Socializing online while at work through Facebook makes me happier and therefore, more productive	11	5	5	28	14	65	3.35
		16.9	7.7	7.7	43.1	21.5	100%	
		11	10	15	112	70	218	
B5	Social network such as Facebook help me work with others to get things done hence increase my productivity	6	11	6	20	20	65	3.48
		9.2	16.9	9.2	30.8	30.8	100%	
		6	22	18	80	100	226	
B6	Facebook networking has some promise for operational improvement	2	4	2	37	20	65	4.06
		3.1	6.2	3.1	56.9	30.8	100%	
		2	8	6	148	100	264	
		19	20	13	85	54	191	
	Total	19	40	39	340	270	708	3.70

Source: Field survey, 2017

Table 1 above showed that the respondents agreed on all items of Facebook networking with a mean score greater than 3 indicating that a majority of the studied employees utilize Facebook networking because of the advantage they might likely achieve.

Items and Scores on Service Quality

Three measurement items in the research instrument, which C1, C2, and C3, were employed to collect data on Service Quality and the responses and scores are presented in Table 2.

Table 2: Items and Scores on Service Quality

C	Service Quality	SD	D	I	A	SA	Sum	Mean
		1	2	3	4	5		Score
C1	Social networking helps you to perform promised services to customer dependably and accurately.	1	2	3	43	16	65	4.09
		1.5	3.1	4.6	66.2	24.6	100%	
		1	4	9	172	80	268	
C2	Social networking helps you to identify customer needs and other members of the firm	3	1	6	27	28	65	4.17
		4.6	1.5	9.2	41.5	43.1	100%	
		3	2	18	108	140	217	
C3	Social networking makes communication with customers and other members of the firm easier.	0	0	5	27	33	65	4.43
		0.0	0.0	7.7	41.5	49.2	98.5%	
		0	0	15	108	165	288	
		4	6	14	97	64	185	
Total		2	14	42	388	385	831	4.49

Source: Field survey, 2017

Table 2 above showed that the respondents agreed on all items of service quality with a mean score greater than 4 indicating that a majority of the studied employees achieved the provision of service quality to customers through the adoption of Facebook networking.

Items and Scores on Task Accomplishment

Three measurement items in the research instrument, namely C4, C5, and C6, were used to collect data on task accomplishment. The responses and scores of the items are presented in Table 3.

Table 3: Items and Scores on Task Accomplishment

C	Items	SD	D	I	A	SA	Sum	Mean
		1	2	3	4	5		Score
C4	It helps in the fulfillment of the requirements of task that are part of the contract between the employer and the employee by getting information from colleagues online.	3	3	4	35	20	65	4.02
		4.6	4.6	6.2	53.8	30.77	100%	
		3	6	12	140	100	261	
C5	Social networking helps to provide some information that assist me in performing my given task	0	3	7	33	22	65	4.13
		0.0	4.6	10.8	50.8	33.8	100%	
		0	6	21	132	110	269	
C6	Social networking helps to provide learning platform that aids my task productivity	5	2	0	31	27	65	4.12
		7.7	3.1	0	47.7	41.5	100%	
		5	4	0	124	135	268	
		2	7	16	114	59	195	
Total		2	14	58	456	295	798	4.09

Source: Field survey, 2017.

Table 3 above showed that the respondents agreed on all items of task accomplishment with a mean score greater than 4, indicating that a majority of the studied employees accomplished their given task through the adoption of Facebook networking.

Relationship between Facebook Networking and Service Quality

Table 4 shows a Spearman’s correlation coefficient (r) = 0.614. This value is high, and indicates that a strong relationship exists between Facebook networking and service quality. It also shows that a positive relationship exists between the two variables due to the positive sign of the correlation coefficient. This implies that improvement in Facebook networking will bring about improvement in service, quality of the studied employees.

Table 4: Facebook Networking and Service Quality Correlation Analysis

Correlations				
Type	Variables1	Statistics	Facebook Networking	Service Quality
Spearman's rho	Facebook Networking	Correlation Coefficient	1.000	.614 **
		Sig. (2-tailed)	.	.000
		N	65	65
Service Quality	Service Quality	Correlation Coefficient	.614 **	1.000
		Sig. (2-tailed)	.000	.
		N	65	65

** . Correlation is significant at the 0.05 level (2-tailed)

In addition to the correlation analysis to establish the existence and nature of a relationship between Facebook networking and service quality, a regression analysis was done to determine the effect of Facebook networking on service quality. The result of the regression analysis is shown in Table 5.

Table 5: Regression Analysis Result Showing the Effect of Facebook Networking on Service Quality

Variables	Coef.	t-cal	sig. t	t-tab (0.05, 1, 64)	R	R ²	F-cal	F-tab (0.05, 65)	sig f
Constant	1.187	7.631	.000	1.96	0.614	0.645	134.7	2.68	0.000
FN	.243	4.778	.000						

Dependent Variable: Service Quality

The result in Table 5 above shows that the correlation coefficient is 0.614. It indicates that a significant and strong relationship exists between Facebook Networking (FN) and service quality. The Coefficient of Determination (R^2) = 0.645. It implies that 64.5% variation in service quality is explained by variations in Facebook networking. This indicates that this model has a good fit. The other 35.5% is elucidated by other variables not captured in this model. The F-calculated of 134.7 had a corresponding significant F-tab of 2.68; we therefore conclude that the model is useful. Conventionally $F\text{-Cal} = 134.7 > F\text{-tab}_{(0.05, 65)} = 2.68$ hence the decision above is upheld. Also, Table 6 shows that Facebook networking had a calculated t-value of 7.631 and a corresponding sig. value/probability value (PV) of 0.000. From the decision rule, since the t-calculated = 7.631 > t-tabulated $_{(0.05, 64)} = 1.96$; then the null hypothesis is rejected and therefore there is a significant relationship between Facebook networking and service quality provided by employees in the firm.

Relationship between Facebook Networking and Task Accomplishment

Table 6 shows that the Spearman's correlation coefficient (r) = 0.664. This value is high, which indicate that a strong relationship exists between Facebook networking and task accomplishment. It also shows that a positive relationship exists between the two variables due to the positive sign of the correlation coefficient. This implies that improvement in Facebook networking will bring about increased in task accomplishment in the studied employees.

Table 6: Facebook Networking and Task Accomplishment Correlation Analysis

Correlations				
Type	Variables1	Statistics	Facebook Networking	Task accomplishment
Spearman's rho	Facebook Networking	Correlation Coefficient	1.000	.664 **
		Sig. (2-tailed)	.	.000
		N	65	65
Task Accomplishment	Task Accomplishment	Correlation Coefficient	.664 **	1.000
		Sig. (2-tailed)	.000	.
		N	65	65

** . Correlation is significant at the 0.02 level (2-tailed).

Like the researchers did with the found relationship between Facebook networking and service quality, the effect of the Facebook networking on employee task accomplishment was measured through a regression analysis. The result of the analysis is displayed in Table 7.

Table 7: Regression Analysis of the Effects of Facebook Networking on Task Accomplishment

Variables	Coef.	t-cal	sig. t	t-tab (0.05, 1, 64)	R	R ²	F-cal	F-tab (0.05, 65)	sig f
Constant	.815	5.003	.000	1.96	0.664	0.616	118.8	3.92	0.000
FN	.048	3.893	.000						

Dependent Variable: Task Accomplishment

The result in Table 7 above shows that the multiple correlation coefficient is 0.664. It indicates that a significant and strong relationship exists between Facebook Networking (FN) and task accomplishment. The Coefficient of Determination (R^2) = 0.616. It implies that 61.6% variation in employee task accomplishment is explained by variations in Facebook networking. This indicates that this model has a good fit. The other 38.4% is elucidated by other variables not captured in this model. The F-calculated of 118.8 had a corresponding significant F-tab of 3.92; we therefore conclude that the model is useful. Conventionally $F-Cal = 118.8 > F-tab_{(0.05, 65)} = 3.92$ hence the decision above is upheld. Also, Table 6 shows that Facebook networking had a calculated t-value of 3.893 and a corresponding sig. value/probability value (PV) of 0.000. From the decision rule, since the t-calculated = 3.893 > t-tabulated $_{(0.05, 64)} = 1.96$; then the null hypothesis is rejected and therefore there is a significant relationship between Facebook networking and employee task accomplished in the firm.

DISCUSSION OF FINDINGS

Consistent with the above findings, Jose Van (2011) had observed that Facebook networking influences the employee productivity since it helps to increase their knowledge and abilities and provide close relationship with the organization and customers. Also, Liu & Lee (2010) opined that Facebook networking provides information for employers which affects their productivity. Social networking such as Facebook is the new way to communicate efficiently and effectively in professional and social environment. It allows individual employee to participate and distribute information when they would otherwise coy away from doing so. This process inspires more brainstorming of ideas which leads to new ideas, hence helps the employee to perform a given task. Jose Van (2011) observed that social networking such as Facebook help to boost employee's productivity by increasing their abilities, knowledge and providing close relationship with the organization. Also, Liu & Lee (2010) opined that Facebook networking provides information to employee, which is strongly related to employee productivity and helps in filtering employee's productivity.

An increasing number of employees sign up to Facebook. This new form of communicating is changing workplace dynamics (Jared, 2012). Employees use the Facebook to manage their social lives, share information, share pictures, and talk about their day at work which may include the nature and type of task assigned to them. Also, complaints about the work that were once spoken in private to another individual are therefore now made available for millions to see. Furthermore, the actual purpose behind the creation of Facebook was to provide a social tool for students to maintain relationships with their university. But today, employees and even business organization preferred Facebook as a priority social-networking with others (Shanayyara & Umer, 2014). Boyd & Ellison (2008) investigated that Facebook network have provided the most recent platform for fashioning up of public profiles and use them to connecting with people in their networks, which help the employee to provide better services to customers that are of good quality. This is because knowing the needs of the customer through the connection provided by Facebook help to give the right

services to the customers. More so, Thuseethan & Kuhanesan (2014) agreed with the findings of this research by commenting that through the use of social media, such as Facebook; customers and employee now have an almost spontaneous platform for discussion and transfer of ideas, experiences, and knowledge which enhance the employees' ability to quality service. Increasingly, the use of social networking such as Facebook is playing an important aspect in the day to day professional lives and activities of decision-makers as well as employees as they utilize the tools and mediums before them to engage in decision-making processes.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this research show that Facebook networking plays a very significant role in providing better service quality to the customers as well as assist employees in achieving assign tasks as employees can quickly and easily ask their colleagues from everywhere round the globe task not understood for directions. Thus, employees should be involved in Facebook networking, which will enhance their productivity in order to get current and relevant information for any given task which will increase the employee productivity hence organizational success.

Facebook networking helps employees to increase his or her productivity by providing platforms to connect and learn from about their customers' behavior. Professional social networks and business based online communities are now the new strategic mandate for an organization to achieve their objectives. Effective and efficient customer relationships are the center of focus to any fruitful organization, and the tenacity of any organization is a product of the organization's ability to deliver the right products and services that will satisfy the customers want at the appropriate time. Knowing and satisfying the wants or the expectation of customers is significantly to increase revenue of the organization.

Facebook networking plays significant role in the life of the employee. However, it should not become a habit indulged in by employees frequently to watch unnecessary videos, listen to inappropriate music and indulge in gossiping that will not add value to their organization, hence Facebook networking should be used appropriately at the right time in order maximize value it is capable of providing. It is also recommended that 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.

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