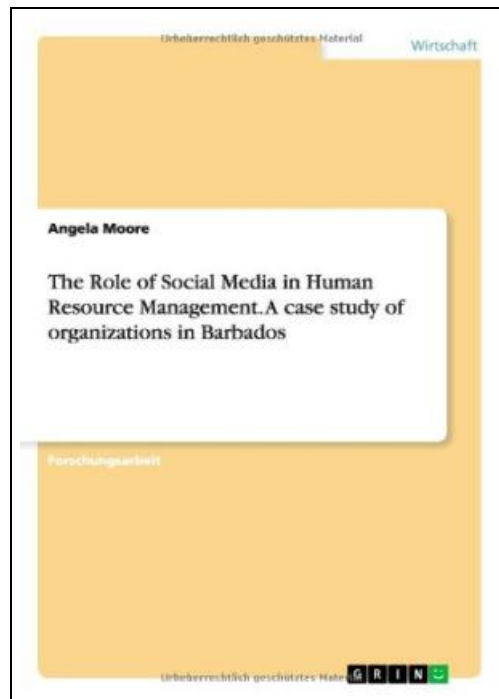


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## THE ROLE OF SOCIAL MEDIA IN HUMAN RESOURCE MANAGEMENT. A CASE STUDY OF ORGANIZATIONS IN BARBADOS

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GRIN Verlag Mrz 2014, 2014. Taschenbuch. Book Condition: Neu. 208x146x7 mm. Neuware - Forschungsarbeit aus dem Jahr 2012 im Fachbereich BWL - Personal und Organisation, University of Sheffield, Sprache: Deutsch, Abstract: Over the last few years, social media tools - including blogs, wikis, social networks, video sharing, and community sites, among others - have changed the landscape of the Internet, becoming key tools for network building, collaboration, and knowledge sharing. Now, for those very same purposes, these tools are increasingly being used in the workplace. The benefits of social media have gone as far as being appreciated in human resources circles, and business organizations in Barbados can no longer pass on the creation of networks via social media. As a tremendous form of extensive communication and the development of social relationships, organizations across the globe have counted on social media much more than ever before. They use Facebook, Twitter, LinkedIn, YouTube and their very own internal social networking sites to reach out to diverse demographics in obtaining top talent and retaining tacit knowledge. Business organizations have used social media to enhance innovation and knowledge creation, which has in turn proved to be highly beneficial in driving effective change and improving performance. The impacts that the use of social media has had on employees' engagement and job satisfaction cannot be ignored. The basis of this impact is the fact that social media is not just something that employees need; it is something that organizations have to take up for the sake of the future. It is also highly important to evaluate the extent to which social media can be beneficial to organizations and employees in terms of talent development. The combination of these impacts results in increased overall operational efficiency. This literature review seeks to evaluate the various impacts that social...

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