

Introduction to HICCS-51 Minitrack on Digital and Social Media in Enterprise

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Digital and social media (DSM) have transformed the workplace in organizations. Two decades ago, the use of electronic communication technologies--such as emails, messaging, and teleconference systems--promoted effective electronic communications in organizations, changing organizational forms, enabling electronic document management, and preserving organizational memory. Now organizations are experiencing an exponential growth in the use of a new wave of social technologies such as blogs, wikis, social networking sites, twitters, and microblogging that provide new affordances. While scholars have examined the use of social media technologies for organizational external communications (e.g., with customers and vendors), our understanding of the digital and social use within organizations remains limited. In order for an organization to amplify the returns/benefits and to mitigate the drawbacks of DSM use within the organizational work environment, it is imperative for both researchers and practitioners to focus on the implications of digital and social media use for organizational actions.

This minitrack presents theoretical and empirical studies addressing organizational, managerial, technical, and behavioral perspectives on digital and social media in enterprises. Issues and topics of study include new organizational work issues associated with digital and social media use, information security and the use/misuse of digital and social media at workplace, and effects of and support for digital and social media in enterprise. This research lies at the intersectionality of multiple disciplines, namely Information Systems, Science & Technology, Organization Science, and Behavioral Science.

This year the minitrack presents three papers on topics ranging from enterprise digital and social media challenges, leadership in the digital world, to future research agenda. We introduce the three papers briefly below.

The first paper is entitled "Social Network Sites in Businesses: Combating Technostress" and co-authored by Murad Moqbel and Valerie L. Bartelt. This survey research examined social networking sites (SNS) internal to the company to determine how SNS use affects attitudes, and ultimately turnover intentions. Drawing upon theories of social capital, emotional dissonance, and resource conservation, the study hypothesized and tested the relationships among SNS use, work isolation, employees' work attitudes and turnover intentions. The study found that incorporating internal SNS in businesses improves attitudes and behaviors, suggesting that technology has the potential of reducing technology stress symptoms at work.

In the context of corporate leadership, Andreas Hesse examined managers and executives' perceptions of digital leadership in today's digital world. Business leaders in today's digital world are challenged to manage disruptive changes on the commercial landscape, with data-driven decision making, new ways of crowd-based working; and a workforce with ubiquitous access to advanced information and communication technologies. To understand the perceptions of the leaders themselves experiencing the challenges, Andreas interviewed 29 experienced business leaders who shared their thoughts on environmental changes of leadership and talked about how they updated their communication practices with their followers as well as their individual leadership styles. Employing a grounded theory approach and analyzing qualitative data from interviews and observations, the study provides new insights that contribute to a more integrative view of the interplay between digitalization and leadership. It also challenges the assumptions that leadership theories developed in the non-Internet era are still valid today. The paper is entitled "Digitalization and Leadership: How Experienced Leaders Interpret Daily Realities in a Digital World."

In the final paper, entitled "Organizational Social Media: A Literature Review and Research Agenda," Karin Högberg presents a literature review on the subject of Organizational Social Media (OSM), starting and proceeding from van Osch and Coursaris's literature review extending to 2011. The review contributes to the IS research field by describing how the IS research field defines and categorizes social media, identifying what topics are currently interesting and suggesting future research topics. The findings suggest that to a great extent the IS research field focuses on internal activities e.g. communication and knowledge sharing made possible by social media and that a common definition of social media is lacking.

As the nature and roles of enterprise social media will continue to evolve, so will the scope of our minitrack. Created in 2014 as HICCS-47 Minitrack on "Social Media and Workplace: Job and Work Design Issues in a Social Enterprise," this minitrack has grown and expanded its scope from organizational challenges and work/job design issues arising from enterprise social media to including organizational, managerial, technical, and behavioral perspectives on an digitized enterprise. Looking forward, this minitrack hopes to contribute the DSM field by engaging to attract and present latest research on digital and social media, digitalization, digitized work and workforce in the enterprise setting.