Minor and Serious Cyber-Loafing Impact on Innovative Behavior

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Abstract

Considering the current epoch of computer-generated technology and specifically the dependency on such technologies in the workplace is increasing drastically. This paper reflects the importance of the use of social media in organizations and how these social media activities affect the work behavior of employees. The paper also highlights the level of involvement of employees in these cyber-loafing activities. The two basic types of cyber-loafing i-e minor cyber-loafing and serious cyber-loafing are discussed in the paper. Quantitative technique that is questionnaires were used for the collection of data. Data were collected from private sector universities of Peshawar. Hypothesis were tested using statistical tool, such as regression and correlation and the results reveal that minor cyber-loafing has a significant positive relationship with innovative work behavior where as serious cyber-loafing has significant negative relationship with innovative work behavior.

Keywords: Cyber-loafing (CL), Minor cyber-loafing (MCL), Serious cyber-loafing (SCL), Innovative work behavior (IWB)

Introduction

Living in the digital age, people around the world are more exposed to the technological tools. These tools plays a key role in our lives. One of the major aspects of these technologies is the use of internet via cell phones, laptops, computers and smartphones because access to internet doesn't require a fix line to computer anymore. Bhattacharyya, S.S. and Nair, S., 2019 explore the effects of wide range use of technologies in emerging economies, and concluded that technologies will greatly affect all aspects of the job. Like increase dependency on data, more novelty and creativity in job would be required, and the automated job would lead to unemployment. According to the Pew Research Center, there is a rising trend in the use of internet in the emerging economies. According to Poushter, J., Bishop, C., & Chwe, H. 2018, 49 percent of the general population of the developing countries are involved in social media. The easy accessibility to the internet, the use of smartphones in young generation has grown to two-third in 2018. According to IUT news statistics (2018), 51.2 percent of the global

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population will have access to internet. In the business world, most of the organizations are using Internet /social media as a medium of communication and interaction with external and internal stakeholders (Piskorski, 2011)

for example, Facebook, Twitter, Myspace and blogs etc. The usage of internet worldwide is shown in the figure 1.
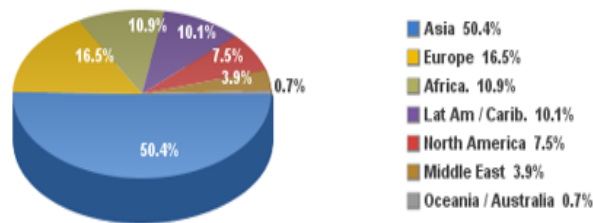
Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 4,346,561,853 Internet users in Mar. 31, 2019
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Figure 1: *Internet users in the World by Region*

Kluemper, D. H., Mitra, A., & Wang, S. (2016) discussed the improvement in organizational functioning by the use of social media. The study concluded that social media can act as important asset if managed strategically that will boost organizational productivity, team work and organizational image. On the other hand, if social media is not tackled effectively, it will have adverse effects on the organization. Saleh, M., Daqqa, I., AbdulRahim, M. B., & Sakallah, N. 2018, claimed that employees who do not use internet in the workplace are said to be productive, but if employees are permitted to use web for informative purpose, there is a chance to increase in productivity by three times. In the figure 2 Pew Research Center argued that most of the people of developing countries use internet for socializing that is to stay in connection with friends and family and using social websites. However certain people are connected to the World Wide Web for the purpose of getting information on health care, political issues and government services, as compared to that, the use of internet is less in field of job search and commerce. According to Pakistan Telecommunication Authority (PTA) report 2018, there are 44,608,065 internet users. The statistics of Spring 2014 Global Attitude Survey shows 74 percent of using cell phones for text messages, while 55 percent frequently exchange pictures and videos via cell phones. The ratio of Pakistan in these statistics is 37 percent and 28 percent respectively.

Lim, V. K. 2002 characterized cyber-loafing as an intentional use of organization's web, to surf   non-work related sites.

Percentage of adult internet users who have used the internet to do the following things

Socializing
- Contact family and friends: 86%
- Use social networking site: 82

Getting information
- Get political news: 54
- Get health info: 46
- Get government or services info: 42

Career and commerce
- Look/apply for a job: 35
- Make or receive payments: 22
- Buy products online: 16
- Take online class: 13

Note: Medians across 31 emerging and developing nations. Pakistan not included due to insufficient sample size.

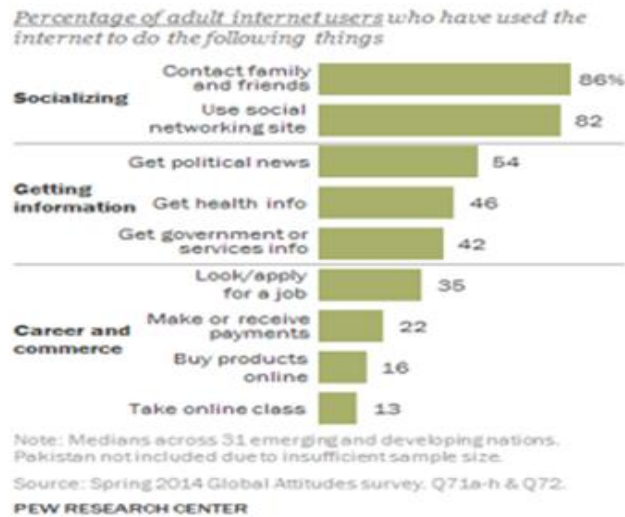Source: Spring 2014 Global Attitudes survey. Q71a-h & Q72.

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Figure 2: *Online socializing and getting information in emerging Nations*

Considering the vital role of internet surfing, and the availability of advance gadgets, proper attention should be given to its appropriate usage by both the individuals and organization. Considering cyber-loafing as a serious issue in present scenario, this research aims to determine the influence of minor and serious cyber-loafing on innovative behavior in private sector.

Objectives of the Study

1. To investigate the overall effect of cyber-loafing on innovative behavior in private sector organization.
2. To study minor cyber-loafing that will contribute in the innovative work behavior
3. To study whether serious cyber-loafing will enhance the innovative behavior or not.

Hypothesis

H1: Cyber-loafing has significant effect on innovative work behavior

H1a: Minor cyber-loafing has significant effect on innovative behavior.

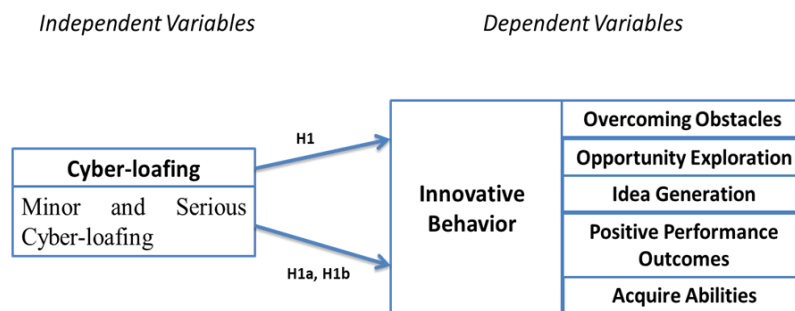H1b: Serious cyber-loafing has significant effect on innovative behavior.

Figure 3: *Conceptual Framework*

Literature Review

In today's world innovation and advancement in information technologies has great impact on the way the businesses are executed Weatherbee, 2010. According to Lim at el, as the use of computers and internet in the business world is inevitable, therefore it has certain positive and negative aspects, and cyber-loafing is one of the aspect of technology. Cyber-loafing is the personal use of internet in the working environment. Kluemper, D. H., Mitra, A., & Wang, S. 2016. Argued that one of the major concern of employers is to stop employees from involving in cyber-loafing activities such as (online gaming, emailing, internet browning) as it is known to be workplace deviant behavior. Aghaz, A., & Sheikh, A. 2016 conducted a quantitative survey to study the inter-connection of job stress and cyber-loafing (behavior and activity). The results proved that job burnout is strongly predicted by cyber-loafing behavior than the cyber-loafing activity. J-Ho, S. C., Gan, P. L., & Ramayah, T. 2017. Reviewed different theories (theory of reasoned, theory of planned behavior, theory of interpersonal behavior, theory of organizational justice, general deterrence theory) are used by different researchers to study cyber-loafing behavior. They concluded that TIB is the best theory to study cyber-loafing behavior in current setting, as it explain the socio psychological aspect of employees.

Farr, J. L., & West, M. A 1990 defined innovative work behavior as generation of ideas, implementation of processes and events that is

beneficial for the relevant unit. Yuan, F., & Woodman, R. W. 2010, in their research concluded that employees involve in innovative work behavior because of their job requirement, organization support for innovation, and employees desire to be innovative. Carmeli, A., Meitar, R., & Weisberg, J. 2006, in their research found that innovative work behavior of employees, is considered to be key factor for high organization performance. Similarly, Li, X., & Zheng, Y. 2014. Suggested that the creativity of employees leads to organization commitment and helps in enhancing their job performance. London, M., 2012. In his research discussed benefits of web 2.0 technologies and concluded that Web2.0 technologies can stimulate new ideas, explore new way of interaction, and improves the learning process.

Derin, N., & Gökçe, S. G. 2016. The study examines relationship between cyber-loafing and innovative work behavior. The authors concluded that there is a weak but positive association between cyber-loafing and innovative work behavior, therefore organization should show some acceptance towards the use of internet in working hours. However, Koay, K. Y., Soh, P. C. H., & Chew, K. W. 2017 in their research concluded that cyber-loafing have none significant effect on employees performance. The researchers further suggested that employers should allow employees to cyber loaf so that they could reduce the stress level and improve their productivity. Similarly Pindek, S., Krajcevska, A., & Spector, P. E. 2018. Studied cyber--loafing as a managing technique to overcome workplace boredom, and concluded that cyber-loafing helps to deal with boredom therefore cyber-loafing should not be considered the only source of counterproductive behavior that can harm the organization. The authors Omolade, O., Abdu, M., & Abdul-Qadir, A. B. 2018 examine the association between typologies of cyber-loafing and employee's performance. The results reveals that social and information cyber-loafing as negative association with cyber-loafing, whereas leisure cyber-loafing has no significant association with employee's performance. Palladan, A. A. 2018. Inspected the moderating role of cyber-loafing on lecturer's innovative behavior and their work performance, and found that lecturer's net surfing behavior has adverse effect on their innovative abilities and performance. Blanchard, A. L., & Henle, C. A. 2008. In their study recommended two types of cyber loafing minor and serious cyber-loafing. Minor cyber-loafing includes exchanging personal emails at work, and serious cyber-loafing online gaming, shopping and surfing adult websites, downloading music etc. Li, S. M., & Chung, T. M. 2006 Investigated functions of internet and its dependency among the college students, the researchers classified internet usage into four functions i-e social, informational, leisure and virtual emotional. The

research concluded that social function is the basic cause of internet addictive behavior. Ramayah, T. 2010 considered personal web use into four types that is personal downloading, to search confidential information, personal message and particular e-commerce. The empirically results of the research confirmed inefficiency at work because of the personal usage of web. Yogun, A. E. 2015 concluded that there exists a positive linkage between innovative work behavior and cyber-loafing expect leisure cyber-loafing.

Methodology

The research is conducted through quantitative method. Numerical data is collected for testing the hypothesis. Wyse, S. E. 2011, defines quantitative research as explaining the problem in numerical terms. Through quantitative research attitude, opinions and behaviors can be quantify. Sukamolson, S. 2007 defined the quantitative research in which a phenomena is explained in numerical terms after the collection of data, which is examined through statistical tools for conclusion.

The primary source for the collection of data was questionnaire. According to Akbayrak, B. 2000 every data collection method has its own particular pros and cons. Selecting the data collection method, rests upon the variables under consideration therefore, the data collection method must accomplish the purpose of the research. However Johnson, B., & Turner, L. A. 2003 the technique of collecting data through questionnaire is considered to be a good method for assessing the human behavior and attitude, especially when the questions are close ended. After conducting the detailed literature review, a questionnaire of 5-points Likert Scale was designed. The questionnaire is further categorized into two segments, first segment was related to cyber-loafing while the second segment was related to innovative work behavior

Questions are self-extracted by conducting literature review. Cyber-loafing questions are acquired from Van Doorn, O. N. 2011. While questions related to innovative work behavior are obtained from Oukes, T. 2010. Respondents include the faculty members of different departments of private sector educational institutions. 140 questionnaires were distributed among the institutions, in which 103 were received back. Data was then combined to be analyzed for result. It was examined with a statistical tool SPSS.

Reliability, linearity, correlation and regression tests were applied on the data. The reliability test conducted showed that the data is reliable enough to carry out this research and the data is linear to apply regression. The descriptive results indicate that employees generally spend 2.5 Hours during the office working timings.

Data Analysis

Table 1: *Multiple Regression*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.427ᵃ	.183	.166	.382	.183	11.179	2	100	.000

a.Predictors:(Constant),SCL,MCL

In table 1, the R square value represent the overall variation by the predictor variables. 18% of the variation in dependent variable is caused due to independent variable. The value of F-statistics 11% shows the significance of the model which is the above the desired level.

Table 2: Multiple Regression Coefficients

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.595	.256		14.052	.000		
MCL	.222	.057	.353	3.909	.000	1.000	1.000
SCL	-.097	.038	-.233	-2.575	.011	1.000	1.000

a. Dependent Variable: IWB

The table 2 shows the outcome of multiple regression coefficients. The effect of both minor and serious cyber-loafing on innovative work behavior is represented in the above table 2. The figures identify that minor cyber-loafing has positive and significant effect while serious cyber-loafing has negative and significant effect on innovative work behavior among the faculty members of Educations institutions. The value of Beta shows the change that occur in dependent variable due to change in independent variable, whereas T value shows the individual effect of each independent variable on dependent variable. Therefore, the value of Beta for minor cyber-loafing is 0.353 while the T value is 3.909. For serious cyber-loafing the Beta value is -.0.233 and T value is - 2.575. The P value is less than the significant level for all the independent variables.

Table 3: Correlation

		MCL	SCL	IWB
MCL	Pearson Correlation	1	-.022	.358[**]
	Sig. (2-tailed)		.829	.000
	N	103	103	103
SCL	Pearson Correlation	-.022	1	-.241[*]
	Sig. (2-tailed)	.829		.014
	N	103	103	103
IWB	Pearson Correlation	.358[**]	-.241[*]	1
	Sig. (2-tailed)	.000	.014	
	N	103	103	103

[**]. Correlation is significant at the 0.01 level (2-tailed).

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

The table 3 represents the effect of correlation among dependent and independent variables. The bond and strength between variables is determined by correlation. The results of Minor Cyber-loafing with Innovative Work Behavior shows positive and significant correlation, while the results of Serious Cyber-loafing and Innovative Work Behavior shows negative but significant correlation.

Conclusion

This research highlighted the effects of Minor and Serious Cyber-loafing on Innovative Work Behavior in Private Sector Educational Institutes, where questionnaire were distributed among 140 employees. The data collected were analyzed through a statistical tool SPSS, where reliability, regression and correlation tests were conducted. Keeping in view the response of the respondents, the research study concluded overall Cyber-loafing as significant effect on the individual innovative work behavior. However, Minor Cyber-loafing has more significant and positive effect on Innovative Work Behavior, whereas, Serious Cyber-loafing has significant but negative effect on Innovative Work Behavior.

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