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Executive summary

Introduction

In this rapidly varying business nature, organizations are trying their level best in order to develop competitive advantage by every possible way available to them.

The latest tools and other techniques that are available to the companies are developed for the purpose to expand their in house operations that will help them grow further. For any company one of the most basic and successful tool that can be use is the development of Internet with the help of which, the way companies do business now has changed.

Some great development in the developed countries has been observed in the use of social networking tools and other related technologies. For organizations to be able to compete in this global economy social networking has become a great platform for small and big companies. According to Tullier, 2004 stated that the way companies design their social networks for people who can share their interests or present themselves on the global scale has now become a need for almost every one.

Social networking was initially considered as the configuration of people for different purposes. One can say that Social Networking was not created after the arrival of Internet but it existed since long before (Cheryl et al., 2008). It existed because of the need that people had to get themselves involved with others for various reasons; the same principle was later implemented in the business context and named as SOCIAL NETWORKING. In the context of business the need to communicate internally and externally has now become a universal condition, through which they promote and advertise themselves in different markets.

Use of social networking site

The use of Social Networking sites on the corporate level has increased up to a great extent, in the case of IBM the company has its own social networking website/software i.e. known as same time which the company encourages its staff to use on the daily basis.

In social network especially for companies like IBM, any reinforcing loop will be incomplete. Many social networking or other tools that are available at present are heavily based on the fact that they encourage users to become the members of the organization or the system where as in IBM it only allows its staff to use such social networking software internally.

SOCIAL NETWORKING TOOLS for SALES

The overall phenomenon of social media has changed drastically in last few years, what used to be only for the communication and social purpose is now one of the most common ways for generating profit and raising awareness for company products and services (Bosari. J, 2012). It's a fact that majority of the companies do use social networking tools to generate profit, but according to the interviewee IBM strictly does not use 'SAME TIME' their social networking tool for any monitory purpose.

USE OF PERSONAL INFORMATION

No company is allowed to use any personal information of their employees on any social platform, majority of the large organizations like Nestle, Coke, etc make sure that the information of their employees and staff members are secure and in case of any violation of their code of conduct, the company may face some legal issues (Bosari. J, 2012). Same is the case of IBM, the company does not use any personal information of its employee for any networking purpose without their approval. Every employee on joining IBM signs a code of conduct and goes through the guidelines that clearly state the use and share of their information.

Team management – approach and motivation

Motivation

For almost every single organization, employee motivation is considered as an important part of it, mainly because due to the down economy it is very essential to have a motivated workforce (Huf. A). Not only motivated employees are more productive, energetic but at the same time they do their work on time with lots of enthusiasm, have clear goals and visions that they need to accomplish that in return provide profits to the organization. In situations where employees are not motivated it result in less productive, less creative, less of an asset for the company.

In IBM its not about motivation, from the managers perspective if employees have clear goals and aims that they need to achieve and if they are not working in any stress situations than it's a good positive environment for them that helps them in motivating them (Ramlal. S, 2004). Making them work according to their

allowed time period and they don't have to work extra hours and under pressure, keeps them motivated. Flexible schedules, compressed work schedules, job sharing, and telecommuting must be allowed within organizations so to make optimum use of time and labor, resulting in increased productivity and overall performance (Ramlal. S, 2004)

Corporate culture

In today's competitive business environment organizations face unprecedented challenges, CEO's and other mangers running the organizations are confronted with an immense amount of competition, globalization, and other demand for social and ethical responsibilities (Julia. K, 2005).

For big organizations or high performing organizations like IBM corporate culture is of prime importance, organizations with such corporate culture outperforms most of their competitors for extended period of time (Beck. K, 1997). From the interviewee point of view, IBM culture is very rich and something with all the employees is comfortable with and appreciated by managers.

FEEDBACK

Feedbacks for teams or from team members to their managers are always of high importance, as it not only help them improve but clearly outline the areas that need to be focused on. Feedback is part of the IBM process, that usually take place once a year. The feedback should and must be considered in the positive manner rather than in negative way.

Conclusion

For any organization to be successful it has to constantly upgrade with the advancement in new technologies, make sure that all its staff are properly trained and have the basic knowledge of the new social networking tools and techniques. Their might be few issues associated with the use of social networking tools in big organizations but than again its up to the top level management how they manage and deal with such issues. Over all environments in an organization is also important for employees to perform well and stay motivated.

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