Organisational Blogging: Reviewing Its Effectiveness as an Organisational Learning Tool

Authors : Gavin J. Baxter, Mark H. Stansfield

Abstract : This paper reviews the internal use of blogs and their potential effectiveness as organisational learning tools. Prior to and since the emergence of the concept of 'Enterprise 2.0' there still remains a lack of empirical evidence associated with how organisations are applying social media tools and whether they are effective towards supporting organisational learning. Surprisingly, blogs, one of the more traditional social media tools, still remains under-researched in the context of 'Enterprise 2.0' and organisational learning. The aim of this paper is to identify the theoretical linkage between blogs and organisational learning in addition to reviewing prior research on organisational blogging with a view towards exploring why this area remains under-researched and identifying what needs to be done to try and move the area forward. Through a review of the literature, one of the principal findings of this paper is that organisational blogs, dependent on their use, do have a mutual compatibility with the interpretivist aspect of organisational learning. This paper further advocates that further empirical work in this subject area is required to substantiate this theoretical assumption.