

The Impact of Social Media Use on Employee's Commitment in Non-Governmental Organizations in Afghanistan: A Case Study of International Medical Corps

Authors : Najibullah Arshad, Mohammad Darwaish Ahmadi, Ezatullah Karimi

Abstract : The rapid growth of social media has significantly influenced information accessibility, providing ideal platforms for connection and collaboration across various sectors, including non-governmental organizations (NGOs). The aim of this research is to study the impact of social media use on employee commitment among employees working at the International Medical Corps (IMC). Data was collected with a structured questionnaire from 88 employees at the International Medical Corps (IMC). The Data was analyzed using SPSS version 26. The result revealed that there is a significant positive relationship between social media & employees' commitment. The findings show that social media has the potential as an effective tool for fostering communication and enhancing workplace dynamics.

Keywords : social media, international medical corps (IMC), commitment, employee

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