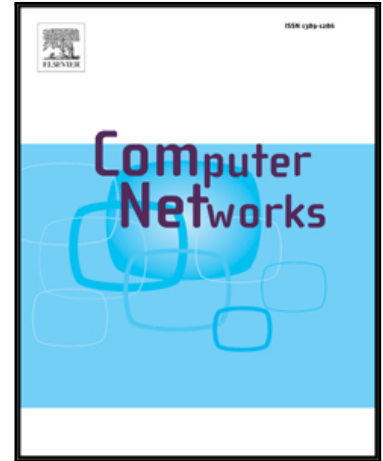


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# **SOCIAL MEDIA-INDUCED TECHNOSTRESS: ITS IMPACT ON THE JOB PERFORMANCE OF IT PROFESSIONALS AND THE MODERATING ROLE OF JOB CHARACTERISTICS**

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## **Abstract**

Using social media during work hours for non-work-related reasons is becoming commonplace. Organizations are therefore challenged with identifying and overcoming the consequences of such use. Social media-induced technostress has been identified as an important unintended consequence of using social media at work, as it could negatively impact job performance. This study draws on Person-Environment Fit to investigate the relationship between social media-induced technostress and job performance in IT professionals, and the moderating effect of job characteristics on this relationship. The results indicate that social media-induced technostress is negatively related to job performance and the negative impact of social media-induced technostress is intensified when the job characteristics are low. This work extends the literature on job-stress, social media, technostress, and job characteristics.

**Keywords:** Social Media; Technostress; Performance; IT Professionals; Job Characteristics

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