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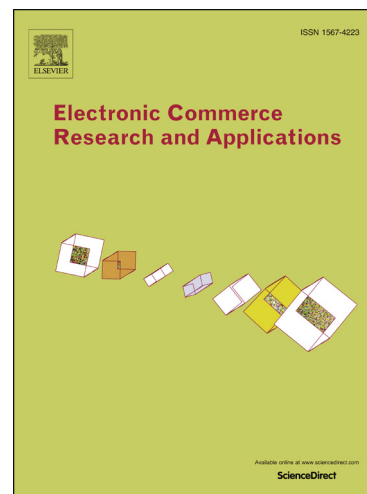
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WHAT ROLE DOES SELF-EFFICACY PLAY
IN DEVELOPING CULTURAL INTELLIGENCE FROM SOCIAL MEDIA USAGE?

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ABSTRACT

The prevalence of social media is changing various domains of the current business world. A longitudinal survey was conducted to explore the under-studied usage of social media in cross-cultural contexts and to understand relationships among social media usage, self-efficacy, and cultural intelligence. We identified the impacts of informational and socializing usage of social media on the cultural intelligence of individuals through increased self-efficacy. We confirmed that individual cultural intelligence exerts a positive effect on the formation of self-efficacy. The implications and limitations of this research are also discussed.

Keywords: Cross-cultural context; cultural intelligence; empirical research; longitudinal study; self-efficacy; social media usage.

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