

Instant Messenger (IM) Adoption in the Organizational Setting; Empirical Evidence of the Communication Means for Knowledge Creation and Group Performance

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Abstract

Purpose: the primary aim of this study is two-fold, (a) measuring the effect of Instant Messenger adoption on team performance, lastly (b) examining the mediating effect of irritation, knowledge creation and quality content on team performance.

Design/methodology/approach: A quantitative research approach was used to test the hypothesis. This study developed a structured questionnaire and distributed it to the target population. Simple random sampling was used to select respondents. Structural Equation Modelling (SEM) was used to analyze the data.

Findings: Results indicated that IM adoption significantly affects content quality and knowledge creation. Results also confirmed the negative effect of irritation on knowledge creation and quality content resulting from IM adoption, which eventually diminishes the team's performance.

Practical implications: Results indicated that it is better to create knowledge about the instant messenger, implement that knowledge, and transfer that knowledge to every member of the team. So eventually, it will help to adopt instant messenger in that particular organization.

Research limitations: A quantitative technique was used in this study. Experimental research would give a better picture of the effect of IM adoption.

Originality value: This study extended the knowledge of Media Synchronicity Theory in the context of Instant messenger.

Keywords: *Instant messenger, knowledge creation, group performance, quality content; irritation*