



החוג לניהול מידע וידע

The Department of Information
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The Impact of ESN Implementation on Communication and Knowledge-Sharing in a Multi-National Organization

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Organizations focus today more than ever on the ability of their employees to effectively communicate and share knowledge in online collaborative activities. Social media technologies facilitate that process in organizations, where they are known as Enterprise Social Networks (ESN). One of the ESN platforms making inroads into numerous industries is "Yammer". This study addressed the use of Yammer in facilitating communication and knowledge sharing among organizational units in a multinational organization. In order to derive benefits from the ESN platform, organizations run an implementation process as an intervention tool to increase the ESN's acceptance and use. This study aims to unobtrusively assess communication patterns before and after the ESN implementation process. Data analysis performed on the message interactions between the employees on the Yammer platform. The research results shows that the implementation process had a positive impact on the number of messages, number of users, and weighted-degree SNA metric. This study also revealed that the implementation process positively impacted inter- and intra-organizational unit interactions.