

Abstract

Although social media have grown vividly within last years, little research has focused on the impact of social media on employee behavior in workplaces. In this study, using Social Comparison Theory and Unfolding Model of Voluntary Turnover, we explore the turnover contagion mechanisms in online professional networking (OPN) platforms. We hypothesize that the receipt of an update about peer's career advancement (i.e. job change or promotion) in OPN platforms increases the individuals propensity to start job search. Results from the Study 1 (N = 124) show that employees who received a recent update about peer's career advancement in OPN were more likely to subsequently send their CV for consideration to recruitment agency but only if both (1) their embeddedness was low and (2) their employability was high. Results of the Study 1 will be verified in the Study 2 using Amazon Mechanical Turk (MTurk) sample with experimental procedure.

Keywords: employability, job embeddedness, online professional networking, social media, turnover contagion.