

Effect of Social Media Usage on Performance Effectiveness of Management Students in the Context of NEP 2020

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Abstract

This study aims to investigate how social media use affects management students' performance effectiveness within the framework of the National Education Policy (NEP) 2020. It looks for the advantages and disadvantages of social media use on students' productivity and learning habits. Additionally, the study aims to assess social media's applicability as a digital learning tool in line with NEP 2020's goals, namely in advancing digital literacy, flexible learning, and student-centered management studies education. In the context of NEP 2020, this study uses a qualitative exploratory research approach to investigate how social media use affects management students' performance effectiveness.

Purposive sampling will be used in focus groups and semi-structured interviews to gather data. To comprehend students' perspectives, experiences, and academic results, thematic analysis will be used. The results show that social media sites are frequently used to acquire educational materials, take part in group discussions, exchange knowledge, and enhance communication abilities. Students' learning outcomes, critical thinking, collaborative learning, and professional awareness are all positively impacted by academic use of social media. The study also discovered that social media promotes digital literacy, flexible learning, technology-enabled education, and student-centric learning strategies, all of which meet NEP 2020's goals. The study is restricted to management students and excludes students from other academic fields. The study may not accurately reflect the total population of management students in various locations due to its narrow focus on specific educational institutions and small sample size. The study offers factual proof of how social media platforms may help management students study academically, communicate, collaborate, network professionally, and enhance their skills within the framework of NEP 2020, which stresses technology-enabled and student-centric education. Additionally, by showing how social media may improve digital literacy, self-learning, flexible education, and employability skills, the study supports the goals of NEP 2020.

Keywords: Social Media, Management Students, NEP 2020, Academic Performance, Digital Learning, Performance Effectiveness

Introduction

The world's educational landscape has been profoundly altered by the quick development of information and communication technology. Among students, especially at higher education institutions, social media has become one of the most important digital tools. For academic debates, professional networking, group projects, case study analysis, attending webinars, and obtaining instructional materials, management students are depending more and more on social networking sites. India's National Education Policy (NEP) 2020 encourages technology-based learning, transdisciplinary education, flexibility, skill development, and collaborative learning methodologies while acknowledging the significance of digital transformation in education. In order to raise the standard and accessibility of education, the policy promotes the integration of digital tools and online learning materials. Social media platforms are increasingly being used in management education as tools to improve leadership, communication, analytical thinking, and industry awareness. But excessive and unchecked use can also result in poor time management, social media addiction, distraction, decreased academic focus, and deteriorating academic performance.

With the development of social media technology our education system has improved. Social media has affected communication. It made our life easy and comfortable. Okereke, C. E., & Oghenetega, L. U. (2014) With the advancement of technology and social networking sites we can connect with global audience it has removed communication barriers. Hasnain, H., Nasreen, A., & Ijaz, H. (2015, August). Social media platforms have become an important tool for promoting ideas, distributing news, promoting goods and services, and building relationships on both a personal and professional level. Chen, J., & Wang, Y. (2021). Siddiqui, S., & Singh, T. (2016). Students' cooperation rates and quality have grown thanks to social media. Through a variety of social media platforms, including Facebook, Instagram, and Orkut, students may rapidly and easily interact with one another. Additionally, rather than doing paperwork, it is crucial that students engage in some real labor. As internet usage has increased, social media has been utilized to enhance communication between academic institutions and their constituents. Social media platforms provide a special chance for academic institutions to address performance-related concerns. Ngutu, J. A., & Kori, S. D. B. W. (2024) Raut, V., & Patil, P. (2016). Users may produce, modify, and share new types of textual, visual, and audio information, as well as communicate and connect with one another, thanks to the Internet and its many easily accessible social media sites and applications. It has a significant impact on our lives as it is highly beneficial in many spheres of life, including politics, the economy, and education. Within the context of NEP 2020, this conceptual study aims to examine the connection between management students' performance effectiveness and their use of social media.

Meaning and Concept of Social Media

Social media is the term used to describe online digital platforms that help people communicate, connect, collaborate, share material, and network. Students can access

instructional resources in real time, engage in debates, and share information on these platforms.

Among the social media sites that management students frequently utilize are:

WhatsApp YouTube

LinkedIn

Instagram

Facebook

Telegram

X (Twitter)

The following are examples of social media use in education:

- Communication in academia

- Online conversations

- Exchange of knowledge

Collaborative education

- Networking with professionals

- Availability of online learning materials

- Taking part in online courses and webinars

Digital Education and NEP 2020

Digital transformation and technology integration in teaching-learning processes are highlighted in the National Education Policy 2020. The policy promotes:

- Online educational resources

- Online learning

- Methods of blended learning

- Learning based on skills

- Adaptable educational systems

- Classrooms with technology

The policy promotes the use of cutting-edge digital tools by educational institutions to raise the standard and accessibility of instruction. By promoting dynamic learning settings and raising student engagement, social media platforms can help achieve these goals.

Literature Review

Numerous academics have studied how social media affects students' study habits and academic achievement. Research shows that social media enhances academic engagement, communication, information sharing, and cooperative learning. Students' professional awareness and academic comprehension are enhanced by using educational platforms like YouTube and LinkedIn.

Hoffman et al. (2013), are web-based and mobile platforms that promote relationship building through information creation and sharing. Websites or apps that enable users to

participate in social networking by producing and disseminating content are referred to as social media.

Educational institutions may swiftly and efficiently broadcast current information, announcements, and events using various social media platforms, such as Facebook, Twitter, and Instagram. **Richter, E., Carpenter, J. P., Meyer, A., & Richter, D. (2022)** Social network sites and social media are Internet-based, disintegrated, and ongoing communication tools that enable better and continuous interactions between marketers, customers, and all other users to derive value primarily from UGC (user generated content), according to Carr and Hayes (2015).

Additionally, due to addiction, distraction, and poor time management, research indicates that excessive social media use may have a detrimental impact on focus, productivity, and academic achievement.

Previous research shows that professional networking sites and online learning groups, which foster skill development and industry connection, are especially beneficial to management students.

But few conceptual studies have particularly looked at social media use in relation to management education and the implementation of NEP 2020.

Objective of The Study

1. To understand the role of social media in management education.
2. To investigate the connection between management students' performance effectiveness and their use of social media.
3. To examine the advantages and disadvantages of social media use.
4. To assess social media's applicability to NEP 2020 implementation.
5. To put out a theoretical framework for social media use and the efficacy of student performance.

Social Media's positive Effect on Management Students

● Group Education

Students can join in group discussions, share ideas, and work together on academic assignments thanks to social media. Faculty and students may communicate instantly thanks to platforms like Telegram and WhatsApp.

● Educational Resource Access

Lectures, tutorials, case studies, webinars, and industry-related content are accessible via YouTube, LinkedIn Learning, and educational forums.

● Networking with Professionals

Management students can improve their employment prospects by connecting with professionals, recruiters, alumni, and industry experts through LinkedIn and similar sites.

- **Improving Communication Capabilities**

Regular online engagement enhances students' interpersonal, communication, and presentation abilities.

- **Assistance with Online Education**

Online and hybrid learning programs supported by NEP 2020 are enhanced by social media.

Social media's negative effects on management students

- **Distraction from Academics**

Students' attention is diverted from academic tasks by excessive use of entertainment.

- **Issues with Time Management**

Students frequently spend too much time on social media, which lowers their productivity and study time.

- **Addiction to Social Media**

Constant use of social media can lead to dependency and impair focus.

- **A Drop in Academic Achievement**

Uncontrolled use may result in less participation in class and poorer academic performance.

- **Stress in the Mind**

Students' emotional health may be impacted by excessive exposure to digital pressure and social comparison.

Conceptual Framework

The conceptual relationship between social media usage and performance effectiveness can be represented as follows:

Independent Variable

Social Media Usage

- Academic usage
- Entertainment usage
- Professional networking
- Collaborative learning
- Time spent online

Dependent Variable

Performance Effectiveness

- Academic achievement
- Learning productivity
- Communication skills
- Time management
- Classroom engagement

- Professional development

Foundational Theory

The following theories form the basis of the study:

Applications and Theory of Gratification

According to this hypothesis, students use social media to meet their professional, social, educational, and informational demands.

Theory of Social Learning

Through participation and observation on digital platforms, students pick up professional skills, communication patterns, and habits.

Model of Technology Acceptance (TAM)

According to the concept, students use social media platforms for learning when they believe they are practical and simple to use.

Social Media's Significance in NEP 2020 NEP 2020 encourages:

- Learning powered by technology
- Adaptable educational frameworks
- Education focused on the needs of the students
- Creativity and the improvement of skills
- Digital literacy Social media helps achieve these goals by:
 - Improving interactive education
 - Making digital instructional materials accessible
 - Promoting cooperative education
 - Increasing interaction and communication

Therefore, when used sensibly and properly, social media may be a useful teaching tool.

Suggestions

1. Educational establishments ought to promote the use of social media for academic purposes.
2. Social media should be used into teaching-learning methods at management institutes.
3. Time management and digital literacy courses must to be offered on a regular basis.
4. To engage students, faculty members should use professional and educational venues.
5. There should be awareness campaigns about safe social media use.
6. Organizations ought to set rules for the responsible and ethical use of social media.

Conclusion

Social media is become a significant part of contemporary management education. Social media sites are now more relevant for education in the framework of NEP 2020 thanks to

digital learning and technology integration. When utilized properly, social media can enhance academic engagement, professional networking, collaborative learning, and communication skills, according to the conceptual analysis. However, excessive and non-academic use can have a detrimental effect on time management, focus, and academic achievement.

According to the study's findings, management students' performance effectiveness can be enhanced and NEP 2020 objectives can be successfully implemented with balanced, intentional, and academically focused social media usage. To optimize social media's positive effects while reducing its negative ones, educational institutions, instructors, and students must collaborate.

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