

Improving team innovative efficiency via social media and Transactive memory system

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Abstract---*Effectual teamwork, information collaboration, and information innovation are termed as the compulsory origin of team performance and innovation in modern firms. In the recent era, social media is considerably altering the norms in the utilization of technology to assist information handling practices in teams. Simultaneously, the literary work reveals that TMS (Transactive memory system), which refers to a way in which members of a team exchange their distributed information and skills, is a vital element influencing team efficiency. Although, a very little study is done to evaluate the particular impact of social media in assisting the Transactive memory system for improving absorbency and information innovation ability (IIA) of the team, which in result may impact team innovative efficiency (TIE). Thus, to report this vacuum in literary work, a hypothetical model is proposed and verified. A data for survey gathered from 334 participants of 68 information working team revealing that social media utilization at their working time possesses productive associations with a Transactive memory system and both social media utilization at working time and Transactive memory system are productively associated with absorbency and IIA of a team. Outcomes additionally report that absorbency productively impacts IIA, and they both possess an immediate association with IIF. The current paper reveals that cautious investment in social media by a firm could increase meta-information of 'god only knows' under team. In the end, evaluating exclusive information alone is not appropriate. On the contrary, a firm should make sure exclusive information is considered to develop information to enhance IIF.*

Keywords---*social media, TMS, absorbency, information innovation ability, team innovative efficiency.*

I. Introduction

Nowadays economies, the growing complicated chores, and decision matters have directed firms to utilize teams at every step. Involving teams instead of a single person in doing complicated chores could be beneficial due to the reason that it enhancing the set of information origins provided to handle vigorous issues confronted by firms. Still, teams normally dissatisfy taking complete utilization of powerful information origins, because it refrains to efficiently exchange and included distributive knowledge. The awareness of this procedure has intensified study reporting collaborated information handling in teams. Specifically, a flow of study over TMS has designed our attention in understanding the impact of team perception for inclusion and the use of information. A transactive memory system relies on the persons associated with the team or any firm. A TMS is the information of the only god knows in a social framework. We can say in a more formalized way that the transactive memory system is a collaborative mechanism for decoding, storage and retrieving knowledge (Argot and Guo, 2016). Ar. The Meta information together with specialty expert skills establishes a Trans memory system framework.

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Besides, team members create an interacting procedure to efficiently use distributed information procedure in teams and firms. A transactive memory system can boost team efficiency, but information inclusion mediates the association among the transactive memory system and team efficiency (Hung and Chen, 2018). H.

The Trans memory system entitles team information handling to provide beneficial work and operate as a major element influencing team efficiency. Via social media, individuals are capable to create several human networks, which in result made it happen to attain new I formation and awareness. In this way, the services of TMS are enhanced under social media framework (Kwahk and Park, 2018). K, but by considering past research over social media has been over a single person or overall team efficiency, and they see the innovative view of team efficiency. Thus, the study has recommended investigating how social media could impact innovative efficiency. Besides, instead of the significant impact of social media for information handling, no past studies present that we know that leads impact of social media over the Transactive memory system, and included evaluation of the social cognitive procedure and social technology tools over information innovation ability (which is absorbency, information innovation ability). Therefore, the center of current research is to establish and evaluate a set of hypothetical statements to evaluate the impact of social media on the Transactive memory system. Current research also examines the combine influence of social media and the Transactive memory system on absorbency and information innovative ability (IIA) of teams, viewing outcomes that may improve team innovative efficiency (IIF). Absorbency, which termed as the versatile abilities of the team to obtain and imply exclusive information, significantly provides information handling operations and increases a firm's efficiency and creativity. Absorbency is a firm's ability to determine, obtain, understand, and imply exclusive information (Bjorvatn and Wald, 2018). B. Moreover, absorbency has significant influence over teams by making them capable to take advantage via exclusive information.

On the other side, provided information sources (inclusive, exclusive) are un-appropriate, and teams should also give interest to information establishment to impact innovatively. As a result, the team would own teams increased ways to use information handling abilities (absorbency, IIA) to improve efficiency. However, a vacuum present in literary work regarding the association among absorbency and AII, and how actually absorbency influence IIA remains undefined. The literary work comprises only a single study over the collective impact of absorbency and IIA but none of the research has evaluated the association among absorbency and IIA and their results on TIE. This also restricts hypothetical knowledge of the connection among absorbency and IIA but also restricts the study of the implementation can address for managers who required to take advantage of their teams from their abilities to establish and use the latest information.

All of these elements animate our attraction to examine the association between absorbency and IIA and their influence on TIE. To summarize, the current research objective is to evaluate the following study questions: (a): how team members use social media effectively to increase TIE? (b): how social media utilization at work impact absorbency and IIA immediately and indirectly by the Transactive memory system? (c): how social media utilization at work and the Transactive memory system improves TIE by enhancing the absorbency and IIA of a team? The current research contributes to literary work in several ways. First, current research added to social media research by evaluating information handling abilities via which social media may provide an innovative view of team efficiency. Further, the current research examines the moderating impact of the Transactive memory system between social media utilization at work and information handling abilities and establish the impact of the Transactive memory system in effectively using social media for enhancing information handling abilities. Third, this study joints two information handling abilities to embellish study and experts' understanding of team information handling procedure and operations, and their combined influence over TIE.

II. Theoretical model and hypothetical statements

TMS in teams

The idea of the Transactive memory system depends on the dating couple examination by (Wenger, 1987). W. The Transactive memory system is a mixture of 3 distinct sub-constructs: specialization, reliability, and collaboration. the Transactive memory system makes capable members of a team know the specialized knowledge of other team members (specialization); to establish assurance in the information of the whole team (reliability), and to collaborate readily between members to add their information (collaboration). Initially, (Wenger, 1987). W presents this psychological statement for couples, and the Transaction memory system was after that imply by (Liang, 1995). Li to evaluate its influence over team efficiency under laboratory context. Considering experimental research has also discussed the establishment of the Transaction memory system via study, interaction, and coordination. According to an existing study, if the firm considers the efficient usage of the Transaction memory system, it could impact team efficiency with time. The latest study has considered examining the impact of the Transaction memory system over group efficiency. (Heavy and Simsek, 2017). He evaluate the influence of the Transactive memory system over firm ambidexterity. The past study reports that the Transaction memory system has shown the impact of productive precedence for team efficiency in various conditions. Yet, little focus has been driven to evaluate states in the Transaction memory system that could improve TIE. At the same time, scholars and professionals are persistently examining social media to improve firm information handling abilities. Focusing on the impact and significance of the Transaction memory system for team results, and also the various support of social media in information handling operations, it is considered essential to estimate how social media could assist the team established the Transaction memory system. Thus, to enhance knowledge of the Transaction memory system for teams, our research tries to include the literary work by evaluating the association among social media utilization at work and its association and assistance towards the Transaction memory system. In the end, the current research over the Transaction memory system research by considering its impact on the innovative circumstances of team efficiency. Figure 1 will describe the conceptual paradigm for current research.

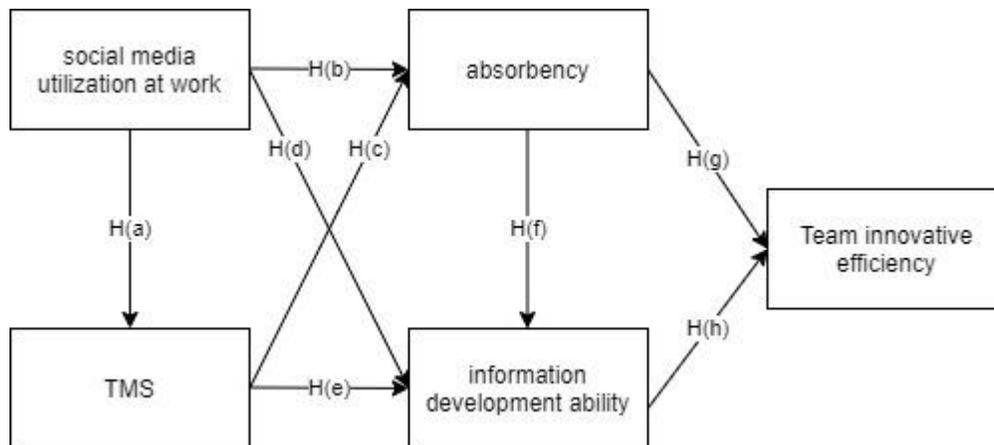


Figure 1: conceptual model and study hypothesis

Social media utilization at work

Social media is describing larger facilities to support firms in information handling operations. A well-structured TMS is necessary for social media to impact information development abilities and innovative consequences (Cao and Ali, 2018) Ca. There is an acceptance present social media tools are being utilized by professionals to impact customer priority and buying decisions and to produce WOM (Guesalaga and Kapelianis, 2016). Guesalaga, and those tools are accepted per firm's framework and already present tools.

Social media technical assistance information handling procedures, facilitating sources for any individual to communicate and collaborate with others and supporting the coordination in establishing the Transaction memory system under information-based teams. Past research has revealed that social media could effectively support dialogic activities. On the other hand, Ali-Hassan et al., (2015). Al stated that social media can effectively utilization of social media could productively impact the cognitive variations of social media, away associated with the establishment and knowledge of the mutual language, codes, messages, and interaction norms. IT describing social media surely leads to dialogic actions, which assist in information handling activities. Such as, information storage is the main factor of information handling, describing proprietary and providing distribution, utilization, and production of new information. Firms utilize web-based blogs, debates groups, and wikis to make members assist information handling activities of firms mutually. Thus, members of the team could utilize social media at work to improve information handling, whereas social media could help to enhance the Transactive memory system in teams.

Past research on the Transactive memory system reveals that regular communications and usual interactions between members are vital for the establishment of the Transactive memory system. Although communication and interaction between members make them capable to know who owns what type of information. Social media gives several interacting tools under the work context to the members. Efficient teamwork, information collaboration, and information innovation are accepted as necessary resources of team performance and innovation in modern firms (Neubert et al., 2016). N.

Social media is a collaboration of specific tools and characteristics that increases the Transactive memory system by assisting information handling operations. Moreover, social media technologies make the organization capable to react over business facilitation and redesigned business resources by enhancing networks to regularize the organization's information and creative opportunities (Garcia-Morales et al., 2018). G. Thus, social media tolls, besides information dispersion and communication operations between members, highly associated with the Transactive memory system in teams. So, we stated that:

H (a): social media utilization at work is productively associated with the Transactive memory system in teams.

Social media and absorbency

Absorbency is mainly evaluated as a firm construct that describes the capability of a firm ti determine, understand, and uses exclusive information. The current research focus team level result, and therefore, absorbency termed as a capability of the team to incorporate exclusive information with the prior information of members. According to (Lowik and Groen, 2016). Lo), information-sensitive team absorbency relies on three basic elements: team member's absorbency capability, elements that capable of information included and elements that appreciate information inclusion.

Past researches have stated that social media gives an exchange of information and information dispersal possibilities to its utilizers. Specifically, the utilization of social media and social media technologies produces technical information opportunities to enhance a firm's efficiency immediately and indirectly by leveraging the procedure of creative efficiencies in teams (Garcia-Morales et al., 2018). Ga.

Moreover, effective information determination and dispersion need communication among team members or persons, needs for information insight, and efficient and persuading interaction to make sure that information is dispersed effectively and team members can stimulate and uses new information to complete their actions. Strong ties between information origins are also essential. The previous study highlighted that the potential of communication, mutuality, and friendship are three aspects of strong ties. Social media assists these aspects. Such as social media interaction, exchange of information, and interacting tools are beneficial for team members to develop and manage social associations, and to assist information sharing and knowledge transaction (Pérez-González et al., 2017). Pérez. As a result, this social inclusion is associated with the

establishment of absorbcency. Therefore, (Pérez-González et al., 2017). Pérez evaluate the productive association among social networking sites, absorbcency, and creative performance. So, we stated that:

H (b): The utilization of social media at work is productively associated with absorbcency.

The Transactive memory system and absorbcency

The Transactive memory system facilitates meta-information of 'god only knows' that make teams capable to disperse and use information traditionally and efficiently. Meta-information is beneficial for team members and is essential to understand new information. May be, awareness of 'god only knows ' certainly defines 'who could know what', and therefore the Transactive memory system start efficient information dispersal to appropriate team members to make them capable the explanation and improvement of the information usage tendency of team, and simultaneously enhance its absorbcency (Yang and Lai, 2016) Yang. Moreover, past researches have stated that the Transactive memory system could assist in enhanced information operations. The present research defines the Transactive memory system as an efficient team learning procedure that supports the absorbcency by implying past evaluations of team members and determine ways and possibilities for the latest information needs in a team. Based on the above discussion, we stated that:

H (c): well developed the Transactive memory system is productively associated with absorbcency in teams.

Table 1: Demographic details

Measures	factors	tendency	Frequency
gender	Men	181	68.3
	Women	109	32.1
qualification	Intermediate	59	7.1
	Graduate	178	51.4
	Masters	53	45.2
category	Production	123	36.2
	Information system	98	30.1
	Learning	52	14.6
	Development	27	7.5
Age limit	Accounts	25	8.6
	17-24	160	49.2
	25-34	110	33.2
	35-44	52	14.7
designation	45-more	8	1.6
	Regular employee	250	78.1
	Team leaders	63	20.1
	Directors	14	3.9
Team extent	6 or less	72	23.1
	7-11	79	25.2
	12-22	110	32.8
	23-29	48	14.6

	30-more	25	9.3
Occupancy of team	2-5 months	140	41.6
	6 month -1 year	78	26
	2 year -more	30	8.6

Social media and information innovation ability

Sajid, (2016). S reported that social media in recent days is among 'most favorable possibilities available' to an object to stay in touch with a potential client. the team is the group that owns the decision rights and is work together for a target or an objective by working together (Yang and Lai, 2016) Yang, where each contains an exceptional set of information and skills.

Each team member is different according to his capabilities to disperse and increase information innovation under the team. Thus, the team's IIA is strongly relying on the tendency of communication between members of the team. The social media utilization to communicate with members possibly enhances the communication potential between them, which is a possibility to give ways to disperse information (Olaisen and Revang, 2017). Ol, thus using the IIA of a team. The worth of information innovation is a combine consequence of information storage and affluence of information. The affluence of information in team joints information from the firm and the market. Social media works outside time, place, and geological limits. Thus, to enhance the information affluence to the team, social media facilitates the necessary techniques, which capable team members to communicate under team and firm but also with the individuals who are not associated with a firm or their work, since by considering IIA. Based on the above discussions we stated that:

H (d): In the team, the utilization of social media at work is productively associated with IIA.

The Transactive memory system

The Transactive memory system could reinforce the IIA of the team by facilitating a convenient approach to present information origins under the team. We accept and describe IIA as the capability of members of the team to get the information of other members, and the scope to which they are proficient in establishing new information by dispersing and blending present information. Information innovation is significant because it directs to improve the efficiency of teams. Thus, simply getting the information storage and dispersal with members is not enough,

IIA is the capability of a firm to blending and exchanging the prior information to attain new information (Hecht et al., 2019). He

In past, researchers have identified that the Transactive memory system is enabled to support information inclusion between members of a group (Dai et al., 2017). D, which is a significant part of information innovation. Researchers have discussed that the Transactive memory system created in several phases of decoding, repository, and retrieval of information. In the decoding phase, the team member creates meta-information of 'only God knows' under the team. This meta-information additionally supports a simple information dispersal process between members of the team. Particularly, by getting 'only God knows' under team, information mechanism, matching, and collaborating person present information with other team members, not only support in issues resolving but also in improving the IIA of members (van Knippenberg, 2017). va. Thus, the association among person information and social cognitive procedures is in support of IIA of the team. The

Transactive memory system as a learning and information dispersal process enhances the IIA of the team. Thus, we stated that:

H (e): In the team, properly-developed the Transactive memory system is productively associated with IIA.

Absorbency and information innovation ability

Information innovation is based on past information provided to the members of the team. Teams are required to determine and obtain inclusive and exclusive information before utilizing it to establish new information. Teams could obtain their inclusive information via their learning and also from team member's experiences. Although, absorbency makes teams capable to obtain and absorb information acquire from exclusive resources. IIA is the ability of a firm's members to blend and exchange te prior knowledge to produce new information (Hecht et al., 2019). He

Table 2: Factor loading of evaluated elements

	SMUTW	TRANSMS	ABS	IIA	TIE	TIND
SMUTW1	.84	.36	.39	.47	.42	-.15
SMUTW2	.89	.37	.47	.38	.52	-.09
SMUTW3	.86	.39	.46	.43	.44	-.25
TRANMS1	.35	.99	.52	.51	.51	.07
TRANMS2	.30	.98	.47	.59	.48	.03
TRANMS3	.36	.99	.42	.57	.51	-.05
TRANMS4	.33	.91	.56	.54	.59	-.09
TMSRAN5	.37	.94	.90	.55	.47	.01
ABS1	.34	.56	.86	.41	.52	.07
ABS2	.45	.38	.84	.48	.60	.10
ABS3	.29	.29	.87	.51	.48	.06
ABS4	.38	.52	.54	.94	.49	.05
IIA1	.55	.46	.43	.87	.58	.06
IIA2	.49	.58	.52	.85	.51	.03
IIA3	.34	.36	.55	.84	.47	.08
IIA4	.47	.61	.47	.86	.77	.04
TIE1	.41	.44	.43	.34	.86	-.13
TIE2	.35	.43	.59	.52	.82	-.02
TIE3	.32	.36	.61	.44	.80	.16
TIE4	.47	.59	.44	.51	.89	.18
TIE5	.43	.47	.43	-.03	.19	.22
TIND1	-.08	.02	.13	-.05	.05	.95
TIND2	-.24	-.08	.07	.06	.16	.85

SMUTW=social media utilization at work; TRANMS= transactive memory system; ABS=absorbency; IIA= information innovative ability; TIE= team innovative efficiency; TIND=task independence

Is also enhance the information of members, and discussed the frequently reiterated demonstrations. Thus, the team supposed to influence absorbency to create a higher degree of IIA. As mention before, usage and obtaining exclusive information are productively associated with IIA of the team. Team capabilities are enhanced to combine distinct kinds of information sectors and develop new information. Thus, based on mention discussion, we can expect that higher the team tries to find and transmit information from exclusive resources; the higher the possibilities would be available for enhancing the abilities to develop new information.

Also, considering the present study regarding absorbency, specifically in association with information handling operations, we discussed that there is a productive association among absorbency and IIA. While the team lacks absorbency, it could not conveniently estimate, obtain and use exclusive information. In this scenario, the ability to develop new information is restricted because of the single inclusive information origin. For instance, via estimation, obtaining, and usage of the exclusive information, powerful absorbency increases abilities to develop new information. Thus, a team with higher absorbency could use both inclusive and exclusive information sources to develop enhanced new information, showing to have enhanced IIA. Based on the above discussion we stated that:

H (f): absorbency is productively associated with IIA of the team.

Table 3: Estimation of Common Method Bias. Harman's single-factor approach

Descriptive variance			
element	Starting edging values		
	total	Divergence percentage	Cumulative percentage
One	7.951	30.145%	30.465%
Two	5.124	15.968%	45.132%
Three	2.475	10.256%	64.002%
Four	3.156	4.569%	68.456%
Five	1.008	2.635%	72.156%
Six	.865	6.451%	75.448%
seven	.695	1.563%	81.236%
Eight	.784	1.669%	82.569%
Nine	.452	1.478%	84.369%
Ten	.652	2.003%	85.334%
Eleven	.369	1.563%	85.102%
Twelve	.186	1.898%	86.498%
Thirteen	.923	1.777%	86.789%
Fourteen	.877	.896%	87.889%
Fifteen	.169	.745%	92.365%
Sixteen	.256	.658%	93.898%
Seventeen	.415	.445%	94.786%
Eighteen	.445	.555%	95.100%
Nineteen	.361	.321%	96.263%
Twenty	.215	.153%	98.147%

Absorbency and team innovative efficiency

The information handling abilities productively influence the innovative efficiencies of the team. Team innovation can be described as 'the generation of beneficial ideas regarding products, utilities, procedures, and mechanisms by which members of a team can work with each other'. Team creativity is of increasing significance in a literature study in a firm's psychology and firm's conduct and also the firm's operations (van Knippenberg, 2017). Teams could serve as a significant driver for the production of innovative ideas and, thus, have been dominating as a central point for a firm's progress. Team managers supposed to consider measures to ignore the establishment of information hiding, which is associated with team innovation through absorbency under team. Information dispersal in team increases combined team effort, as it directs lower-performing team-members to enhance effort whereas ignoring demotivating effective team members (Hecht et al., 2019). Moreover, absorbency establishes association among concepts and information detained by every single team member and improved TIE. So we stated that:

H (g): absorbency is productively associated with TIE in teams.

Information generation ability and team innovative efficiency

It is useless to disperse information among members of the team until the already present information is added beneficially to develop new information according to the inconstant concerns. The benefit of developing new information from internal resources is to develop basic information of the team directly, conveniently guard the commercial credibility, particularly while the information is not reachable from external resources (Hsu et al., 2017). Consistent creativity is a basic allowance for retains competitive in recent business. (Omoregie, 2018). O stated that information dispersal is a basic factor for firms that are trying to remain competitive. Although, it is beneficial for the teams to disperse present information with other members to increase the team's efficiency and performance, and it also results in the enhanced consequences from IIA. According to previous studies, IIA improves innovative consequences which indicate the team capabilities and efficiency to blend and share existing information to develop new information to address in a particular new case and it is a significant factor that influences TIE. So, on the above-mentioned discussion we can say that:

H (h): IIA is productively associated with TIE in teams.

III. Method

Data gathering and sample

Primarily, we determined 90 firms situated in several cities in Thailand. We asked HR managers of some firms for their participation in our study survey. We sent a description to every HR manager to tell them project details, team recruitment scenario, and a guarantee of firm confidentiality. Out of 90 firms, 54 firms replied and show their interest in their participation in a research survey. We requested every firm to select a person who will carry data gathering activities under firm. Then that person has handed out survey questions to every participant and team leads separately.

We created different teams for data gathering because the Transactive memory system is thoroughly associated with teams whose consequences are based on their information and member's skills. Teams comprise 3 or above than 3 participants without a team leader, and all members of teams are with each other are for more than four months. Survey questions were disseminating to 510 participants of 82 teams. After deleting inappropriate and incomplete questionnaires, the resultant data sample of 330 participants of 65 teams was obtained. In the current data gathering process, the amount of responses from team participants ranges from 2-13. Our procedure to gather data for individual and accumulation to propagate team level feedback is persistent with prior researches. Table 1 represents the demographic profiles of participants.

Table 4: Estimation of Common Method Bias. Latent Factor Approach.

Std. regression measures						
elements		Evaluation				
		With CLF	Without CLF	comparison		
Social media utilization at work	SMUTW1	←	1	.73	.789	.036
	SMUTW2	←	2	.743	.523	.06
	SMUTW3	←	1	.593	.901	.04
Transactive memory system	TRANSMS1	←	2	.987	.956	-.03
	TRANSMS2	←	3	.856	.897	.005
	TRANSMS3	←	2	.841	.903	.001
	TRANSMS4	←	2	.742	.699	.006
	TRANSMS5	←	3	.701	.741	.009
Absorbency	ABS1	←	3	.756	.658	.014
	ABS2	←	3	.801	.701	.006
	ABS3	←	3	.741	.699	.007
	ABS4	←	3	.789	.778	.003
Information innovative ability	IIA1	←	4	.698	.784	.014
	IIA2	←	4	.773	.545	.009
	IIA3	←	4	.578	.706	.001
	IIA4	←	4	.601	.796	.005
CFL= common latent factors						

Survey proceedings

In the current research, the factors considered for the survey were taken from exclusive literary work reviews over team learning and information handling. Every single factor considered, was taken from past research to make sure the verification of measures. They were checked by experts to verify the content. Five HR managers from different firms revise the questionnaire to verify the content. Later, we rephrase the content. All elements were measured utilizing feedback format based on a 7-point scale. Every element was estimated based on user response except the TIE which was estimated by team leads. The tool we consider to estimate social media utilization at work is taken from Omoregie, G. I. (2018). Organizational Culture, Information Sharing and Perception of Records Management System as Factors Affecting Organizational Effectiveness in the Banking Industry in Nigeria. *Research Journal of Library and Information Science*, 2(3), 53-73. (Kankanhalli et al., 2005). Ka whereas; absorbency was estimated by a tool designed by (Pavlou and Sawy, 2006). P. IIA was estimated by a 12-item scale taken (Smith et al., 2005). S) and a 6-item scale was taken to estimate TIE (Razmerita et al., 2014). Razmerita. In the current research, team extent, team mandate, and kind of industry are added as control variables. Due to the reason that task correlation possesses a tendency to impact team procedures and consequences, members indicated a 5-item scale for elements correlation.

Table 1 represents the survey details.

We consider two ways for data estimation, first, considering Harman's single factor mechanism, then we consider a common latent factor approach for data estimation.

Table 3 represents the results. CFA is considered to calculate std. regression weights, further, we adopt a common latent factor for our study paradigm. In the end, we compared the regression weights of two estimations and the result was appropriate as shown in Table 4. Thus, we evaluated based on estimations that common method bias does not impact the results.

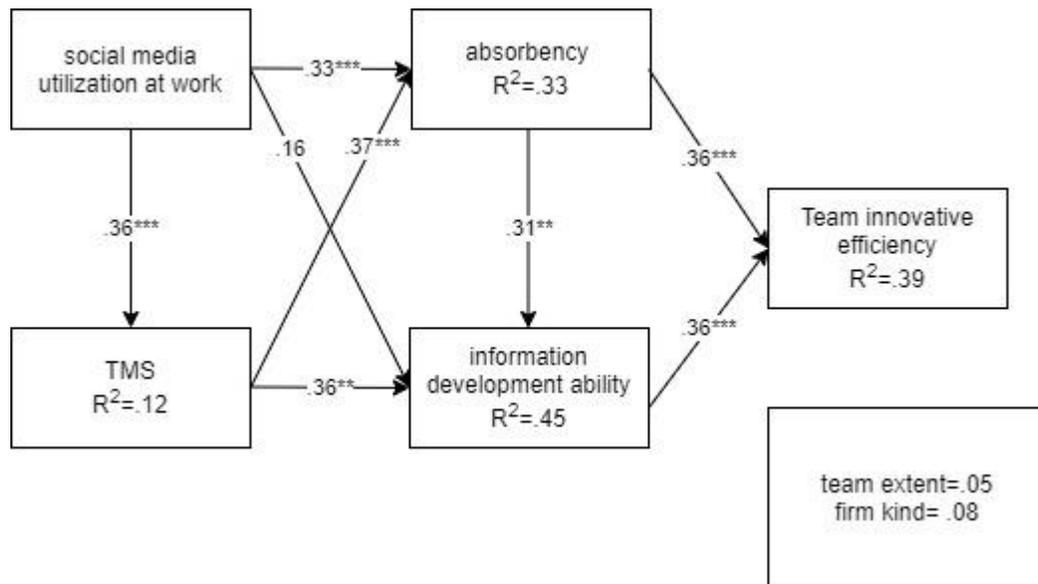


Figure 2: PLS evaluation outcome

Table 5: CFA outcomes

	Cronbach's alpha	CR	AVE
SMUTW	.84	.97	.76
TRANMS	.94	.92	.90
ABS	.95	.94	.69
IIA	.98	.93	.76
TIE	.86	.98	.69
TIND	.89	.90	.73
CR= composite reliability; AVE= average variance extracted			

IV. Results

For paradigm analysis, SEM mechanism is considered in two phases. We evaluate the measurement model to examine the validity and credibility of data before the second phase to evaluate the paradigm to evaluate hypothetical associations. We further describe the suitability of accumulation on person data for paradigm evaluation at the team level.

Accumulation

In the current research, the basic unit of evaluation is team, that's why we accumulated every single member response to produce team level participation. Based on (James et al., 1984). An inter-team member agreement (agg) was estimated to

make sure that single-member data was accumulated properly to team-level data. The evaluation for accumulation represents that media agreement for social media utilization at work is .92, the Transactive memory system is .93, absorbency is .96, IIA .93, and task correlation .79 are all above then the appropriate level of .72. Thus, agg outcomes predict the suitability statistically to average every single response to

Table 6: Inter-correlation paradigm

	mean	Std. dev.	one	two	three	four	five	six
SMUTW	6.01	.39	.89					
TRANMS	5.89	.62	.40	.95				
ABS	3.09	.58	.44	.57	.87			
IIA	4.01	.73	.50	.59	.60	.88		
TIE	3.87	.60	.49	.56	.59	.60	.83	
TIND	5.69	.70	-.15	.01	.13	.01	.17	.88

SMUTW=social media utilization at work; TRANMS= transactive memory system; ABS=absorbency; IIA= information innovative ability; TIE= team innovative efficiency; TIND=task independence

Measurement model

We carried out CFA to evaluate measurement verification and credibility. Confirmatory Factor Analysis outcomes reveal that loading of two elements of absorbency, one element from IIA, the Transactive memory system, and task correlation was less than the suitable value of .72; that's why we eliminate these elements for further evaluations, see Absorbency and **information innovation ability**

Information innovation is based on past information provided to the members of the team. Teams are required to determine and obtain inclusive and exclusive information before utilizing it to establish new information. Teams could obtain their inclusive information via their learning and also from team member's experiences. Although, absorbency makes teams capable to obtain and absorb information acquire from exclusive resources. IIA is the ability of a firm's members to blend and exchange te prior knowledge to produce new information (Hecht et al., 2019). He

Table 2.

Figure 2: PLS evaluation outcome

Table 5 describes that CR values between .93-.98, Cronbach’s alpha values between .86-.99, which are above than .63 values, which shows a level of acceptance, and AVE (average value extracted) between .68-.94 are more than level of acceptance .52. In the end, for the estimation of discriminant verification, we estimate the AVE square root values for construct. Table 6 represents all square root values more than the inter-association among constructs, which validate the discriminant verification of the model. We estimate VIF (Variance inflation factor) to evaluate for potential multi co-linearity. The outcome reveals that the highest value of IVF is below the value 11 which is a level of acceptance. It indicated that multi co-linearity is not a significant issue in the current research.

Hypothetical Evaluation

After the estimation of the structural model, Figure 2 represents the Partial Least Square- Structural Equation Model outcomes. Association among hypothetical statements from social media utilization at work to the Transactive memory system is considerable, support H (a). The consequences report that social media utilization at work considerably anticipates H (b). For instance, conflicting to the hypothetical statement H (d), social media utilization at work does not immediately anticipate IIA. Also, the Transactive memory system has a vital productive influence over absorbency H (c) and IIA H (e) of teams. The outcomes also tell that absorbency and IIA productively impact TIE H (g) and H (h), but we noticed in the evaluation that IIA is a little more significant forecaster of TIE as compared to absorbency. Absorbency has a productive influence over IIA of the team, in this way assisting H (f). The consequences of survey evaluation are in accordance to a hypothetical paradigm. We also evaluated for mediation impacts utilizing a 3-step approach. The outcomes of mediation evaluation are represented in

Table7.

V. Discussion and Conclusion

The current research estimates the influence of social media utilization at work over the Transactive memory system in teams. Moreover, it finds out how both social media utilization at work and the Transactive memory system impacts absorbency and IIA of the team, and describe how absorbency and IIA demonstrate and influence TIE. Such consequences facilitate many hypothetical and practical implementations in current research for information handling study.

Implementations for information handling evaluation

The current research describes that social media utilization at work for information handling objectives is productively associated with the Transactive memory system. Social media tools facilitate interaction systems, information storage, and also forums to find out and approach knowledge and propagate new information as well. The path coefficient in the current research from social media utilization at work to the Transactive memory system defines that approach to social media tools could impact the Transactive memory system by enhancing effective information handling under teams. Such as social media influence over the Transactive memory system is might be effective if firms apply social media technologies that provide interactions, communications, and innovation when extending the information directory (Hecht et al., 2019). He.

Table7: mediation impact outcome, a three-step approach

IV	M	DV	IV-DV	IV-M	IV+M-DV		Mediating
					IV-DV	M-DV	
SMUTW	TRANMS	ABS	.50***	.29**	.32***	.41	Biased
SMUTW	TRANMS	IIA	.49***	.35**	.39***	.46	Biased
SMUTW	ABS	TIE	.58***	.36***	.34***	.49	Biased

SMUTW	IIA	TIE	.50***	.31**	.37***	.48	Biased
TRANMS	ABS	TIE	.57***	.34**	.45***	.47	Biased
TRANMS	IIA	TIE	.56***	.39***	.46***	.40	Biased
ABS	IIA	TIE	.51***	.30***	.33***	.39	Biased
Note: **p<.01; ***p<.001							

Social media utilization at work along with the Transactive memory system has an effective impact over absorbency and IIA of a team without the Transactive memory system, and outcomes verify this idea that while social media is co-submitted along with the Transactive memory system, and it is more beneficial for absorbency and IIA. Specifically, the influence of social media is lower as compared to the Transactive memory system over IIA. Although, these consequences do not invalidate those from past research that proposed that social media productively impacts information handling operations and abilities. Therefore, the current research empowers the social media and information handling literary wok by showing that social media utilization at work influences information handling abilities via some other route of the Transactive memory system under teams.

Social media utilization at work has restricted immediate influence over IIA than its influence over the Transactive memory system and absorbency. The outcome recommends that distinct kinds of social media technologies are needed to better assist IIA and usual social media technologies are more helpful to absorbency because absorbency and IIA need several socio-cognitive capabilities in a team. If a firm invests sightlessly in social media too improve IIA but unsuccessful to establish the Transactive memory system in teams, it will not be much beneficial to improve team IIA. Therefore, a future evaluation must focus on investigating more collaboration strategies and evaluate distinct kinds of tools that could assist the advancement of both absorbency and IIA of teams.

The Transactive memory system is a significant indicator of TIE; it influences TIE by improving absorbency and enhancing the IIA of the team. Moreover, further, the Transactive memory system evaluation should focus on the impact of other information handling variables while they investigate the impact of the Transactive memory system for TIE. In the end, IIA is a highly significant indicator of TIE as compare to absorbency because IIA mediates the association among absorbency and TIE. Therefore, mining exclusive information is beneficial while firms employ exclusive information to develop new information. Overall, firms required to plan the acceptance and implication of social media utilization at work methodically.

Practical implementations

The current research provides significant implementations for information handling activities in firms. First, the current research demonstrates the interactions among social media tools and cognitive sources in association with information work teams. Managers are supposed to cautiously evaluate how social media tools could assist inefficient usage of well-developed TMS under teams. Involving participants with unlike information and skills under team would not propagate the desired result until the participants understand each other's information extents; establish effective operational collaboration strategies, enhanced discussions with other members. Past researches have considered many other elements that influence the establishment of the Transactive memory system like training, response, and interactions. Thus, firms should focus on reporting such elements that are focused to productively influence the Transactive memory system.

Firms should also give interest to both absorbency and IIA of teams. Absorbency is significant and is a vital precedence for information innovation. Indeed, absorbency following beneficial information development abilities could enhance the

innovative efficiency of the team. Firms must get benefits from exclusive information in developing new inclusive information that might capable firms to create innovative solutions and facilitate them with enhancing advantages.

Limitations and future research

The current research has many limitations that provide future study facilities. Past researches have examined distinct means of social media and showed distinct impacts on the required consequences. The current research examines the overall social media utilization at work; thus, further study should find out the influence of several means of social media on the establishment of absorbency, the Transactive memory system, and IIA under teams. Although, the current research treated the Transactive memory system as a single-dimensional construct. Further study should examine how several dimensions of the Transactive memory system could impact absorbency and IIA of teams.

The Transactive memory system is a dynamic mechanism and is established with time in teams; although, it is possibly less efficient in the latest created teams. Thus, it may possess a weak influence over absorbency and IIA while the team is newly created. We gathered data for our research at one time. Ideally, future studies must carry out longitudinal research to enhance the influence of social media tools on dynamic nature and the way they can take advantage of exclusive and inclusive information sources of a team to develop new solutions.

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