

The Impact of Social Media Usage in Work Life on Work-Life Balance of Employees: A Study at Camso Loadstar (Pvt) Limited

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After emergence of the smart phone technology, social media usage has been raised rapidly with the development of social network sites and new technologies around the world. On the other hand, by keeping a border between work life and personal life, people who are employed, are trying to enhance better work life balance which does not consist with much conflicts. The purpose of this study was to assess the impact of social media usage in professional life on work life balance. Researcher use primary data to analyze the relationship. The study was a cross sectional study and analysis was done at individual level. Correlation analysis and simple regression were analyzed in this study to identify the relationship and impact between independent variable and dependent variable. A survey was conducted for 58 employees at staff level and above members at Camso Loadstar (Pvt) Ltd Company. Results of the study has identified that, there is a moderate positive relationship between social media use in professional life and work life balance. Moreover, results indicate that there is an impact of social media use in professional life on work life balance. The researcher has enhanced empirical knowledge about Work Life Balance and Social media use in professional life.

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