

An Exploration on the Benefits of Using WhatsApp Messenger Application as a New Communication Medium at Genexus Advisory Sdn.Bhd.

Azzahari Bin Hamid, Abu Bakar Bin Othman, Farid Syarizal Bin Abdul Rani,
Ismadi Bin Ismail

*Students of Master of Business Administration, Sultan Azlan Shah University, Kuala Kangsar, Perak, Malaysia.
Corresponding Author: Azzahari Bin Hamid.*

ABSTRACT: *Genexus Advisory SdnBhd is one of Malaysia's leading financial advisors approved by Bank Negara Malaysia. The company provides complete financial services and solutions tailored to personal and company financial needs such as insurance services, will and trust services, investment and wealth management, mortgage and personal loans, equity broking, treasury products, accounting and secretarial services, and also tax and audit services. A good communication between company and Financial Advisor Representatives can make information quickly delivered or gathered. One of the new communication medium that used in Genexus Advisory Sdn.Bhd is WhatsApp Messenger Application. This study are conducted to explore the benefits of using WhatsApp Messenger Application at Genexus Advisory Sdn. Bhd. as a new communication medium .The finding indicated that, the benefits gained from WhatsApp Messenger Application are the communication between company and the Financial Advisor Representatives can run smoothly. Secondly, any information or latest news can be delivered quickly from the company. Thirdly, the problem faced by the Financial Advisor Representatives can be discussed and the answer to the problem can be answered quickly by the company (Genexus Advisory Sdn.Bhd.)*

KEY WORD: *benefit, communication medium, WhatsApp messenger application, Genexus Advisory Sdn.Bhd*

Date of Submission: 15-12-2018

Date of acceptance: 31-12-2018

I. INTRODUCTION

Employers and employees must communicate in order for them to accomplish their tasks and achieve the objectives of their organizations. This medium of communication can be used to distribute information such as instant messaging, e-mail and social media. Communication is considered successful if employees are able to align what their employers delivered to them with the organization's objectives.

Genexus Advisory SdnBhd is one of the approved financial advisors by Bank Negara Malaysia. Genexus Advisory SdnBhd has many Financial Advisor Representatives that functionally servicing in area of insurance services, will and trust services, investment and wealth management, mortgage and personal loans, equity broking, treasury products, accounting and secretarial services, and also tax and audit services.

Previously, Genexus Advisory SdnBhd used email as a channel to deliver information or latest news to Financial Advisor Representatives. As the era of technology, the company used social media application in order to communicate with the Financial Advisor Representatives. One of the common applications that used by Genexus Advisory SdnBhd in order to communicate with the Financial Advisor Representatives is WhatsApp Messenger Application.

According to Financial Times, "WhatsApp Messenger, an application which allows unlimited free text-messaging between users, has done to SMS on mobile phones what Skype did to international calling on landlines. Dan Bouhnik and MorDeshen(2014) described that the main purpose of WhatsApp Messenger Application as an instant messaging in a new communication platform. An ability to enhance communication within a group is a one of the powerful usages of WhatsApp Messenger Application.

The purpose of this study is to find out the benefits that gained from WhatsApp Messenger Application as a new communication medium among staffs and Financial Advisor Representatives at Genexus Advisory Sdn.Bhd.

II. DISCUSSION

a) Communication Medium

According to Rogers(1986), communication can be defined as a process that involves participants to creating and sharing information among themselves in order to achieve a mutual understanding. A good communication channel may enhance or increase work performance of employees in an organization (Mohr

&Sohi, 1996). The use of technology has made communication faster and more efficient, especially with the introduction of mobile applications. These include WhatsApp, social media networks and instant messaging to foster communication among community members, help create online professional learning communities (Cox & McLeod, 2014) and enhance performance (Khattak et al., 2016). In the workplace, the work performance of employees can be improved if the employees have a chance to learn and apply whatever they have learned from their colleagues through an effective communication medium (Mohr & Sohi, 1996), and with the role of technology, communication has enhanced the speed of message delivery as well as increasing the work performance.

b) WhatsApp Messenger Application

Authors of "WhatsApp Goes To School : Mobile Instant Messaging between Teachers and Students" mentioned that WhatsApp is a smartphone application that operates on nearly all current types of devices and operating systems. Author of "Survey Analysis on the usage and Impact of WhatsApp Messenger" described that WhatsApp uses mobile network data or local area network to send and receive messages. In addition to text communication, WhatsApp's users can also send pictures, video and audio media messages easily. WhatsApp is one among the major change in mobile apps communication in the recent past, its users are growing very fast on mobile phones and also on the computers.

c) Genexus Advisory Sdn.Bhd.

Genexus Advisory Sdn Bhd is one of Malaysia's leading financial advisors approved by Bank Negara Malaysia. The company provides complete financial services and solutions tailored to personal and company financial needs such as insurance services, will and trust services, investment and wealth management, mortgage and personal loans, equity broking, treasury products, accounting and secretarial services, and also tax and audit services. The company's mission is to partner with the clients to create financial comfort, build a legacy and provide tailored solutions for company's clients. The vision of Genexus Advisory Sdn. Bhd is to be a world class Financial Solution provider comprises of a team of dynamic professional dedicated to provide outstanding services to valued clients.

III. CONCLUSION

As a conclusion, it is obviously that WhatsApp Messenger Application contributed many benefits as a new communication medium at Genexus Advisory Sdn.Bhd. One of them is the communication between company and the Financial Advisor Representatives can run smoothly. Secondly, any information or latest news can be delivered quickly from the company. Thirdly, the problem faced by the Financial Advisor Representatives can be discussed and the answer to the problem can be answered quickly by the company of Genexus Advisory Sdn.Bhd. However WhatsApp Messenger Application can give a bad impact if the user used it in a negative way.

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Azzahari Bin Hamid" An Exploration on the Benefits of Using WhatsApp Messenger Application as a New Communication Medium at Genexus Advisory Sdn.Bhd." *International Journal of Business and Management Invention (IJBMI)*, vol. 07, no.12, 2018, pp 35-36