

ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI

Consiliul pentru Studii Universitare de Doctorat

Școala Doctorală

Economie 1

**Online Collaborative Social Platforms: Insights from Employee and
Consumer Perspectives**

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București, 2024

TABLE OF CONTENTS

REZUMAT	I
SUMMARY	II
ACKNOWLEDGMENTS	II
TABLE OF CONTENTS	III
1. INTRODUCTION	1
2. LITERATURE REVIEW	3
2.1. OVERVIEW OF ONLINE PLATFORMS AND THEIR ROLE	3
2.2. EVOLUTION AND TRENDS OF ONLINE PLATFORMS	6
2.3. ECONOMIC IMPACT OF ONLINE PLATFORMS	10
2.4. EMPLOYEE PERSPECTIVE	13
2.5. CONSUMER PERSPECTIVE	15
2.6. IMPACT OF ONLINE PLATFORMS DURING AND POST PANDEMIC	17
2.7. CONCEPTUAL FRAMEWORK AND THEORETICAL UNDERPINNINGS	19
2.8. IDENTIFYING AND ADDRESSING RESEARCH GAPS	19
3. METHODOLOGY	21
4. RESULTS AND DISCUSSIONS	25
4.1. QUANTITATIVE STUDY	25
4.1.1. Employee perspective	25
4.1.2. Consumer perspective	28
4.1.3. Demographics	31
4.1.4. Correlations	34
4.1.5. Proposed Hypotheses	35
4.1.6. Multiple Regression Models Analyses	36
4.1.7. Quantitative analysis: results and discussion	68
4.2. QUALITATIVE STUDY	71
4.2.1. Qualitative Insights into Digital Platforms	71
4.2.2. Qualitative thematic analysis: results and discussion	72
5. CONCLUSIONS	75
BIBLIOGRAPHY	77
ANNEXES	80
LIST OF TABLES	88
LIST OF FIGURES	88
LIST OF ANNEXES	90

KEYWORDS: Online collaborative social platforms, productivity, communication, consumer, employee.

SUMMARY

The main objective of this thesis is to investigate the impact online collaborative social platforms had on the Romanian economy by employing a mixed-methods approach. Quantitative data was collected through a structured questionnaire with 411 respondents from Romania, focusing on employee and consumer perspectives. The data was analyzed using multiple regression models, revealing significant correlations between the pandemic's impact on work practices, productivity, and the future potential use of online collaborative social platforms. The quantitative analysis highlighted that the pandemic significantly altered working methods, with the shift to remote work facilitated by online collaborative social platforms. These digital platforms increased productivity and improved the organization of daily operations. In addition, consumers found online platforms beneficial for comparing products, analyzing alternatives and making purchasing decisions, suggesting a strong intention to continue using these platforms in the future. Qualitative data was gathered through semi-structured interviews with four IT professionals, one of them being part of the high-level management of a company, that shared the experiences they had during their companies' expansion into Romania. These interviews provided deeper understanding on the role online collaborative social platforms have in facilitating communication, maintaining relationships, and supporting business operations during remote work periods. This research explains how the pandemic significantly changed the conventional work methods and how online collaborative social platforms play a vital role in enhancing productivity and communication between departments. There is a strong intention to continue using them for professional and consumer purposes, underlining their lasting relevance in the post-pandemic digital landscape.