

## LONGITUDINAL STUDY OF SOCIAL NETWORKING USAGE IN ORGANIZATIONS IN SERBIA

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**Abstract:** *The recent widespread development of social networking is changing traditionally used communication and connection tools among people and shifting it to virtual form increasingly. Considering the number of people engaged in such activities, its influence on organizations should not be disregarded. This research is a longitudinal study of social networking usage in Serbia, with a particular glance of employees in organizations. It gives the history of its practice as well as the comparison of research results conducted in 2016 and 2018 via online questionnaire. The first study was conducted on a sample of 604 individuals out of which 325 were interested in taking part in a similar study in the future. The results of the study are presented in the paper.*

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**Key words:** *social networking, organizations in Serbia, longitudinal study*

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