

# SOCIAL MEDIA ENGAGEMENT IN BUSINESS RECORD MANAGEMENT



## ARTICLE REVIEW



EDITOR:  
**SURIANI JACK**

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*presents*

## ARTICLE REVIEW

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# ***Editor's Note***

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First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before.

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.



***MS SURIANI JACK***

Chief Editor

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Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

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# THE POWER OF ENGAGEMENT : UNDERSTANDING ACTIVE SOCIAL MEDIA ENGAGEMENT AND THE IMPACT ON SALES IN THE HOSPITALITY INDUSTRY

## CHAPTER 1

**TASHA ANAK PETER**

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**TASHA ANAK PETER**

## INTRODUCTION

The goal of this study is to learn about the most essential characteristics of active social media engagement among followers of a food and beverage sales company, as well as the impact of social media engagement rate on new product sales.

The research shows that highly engaged social media posts improve company success by increasing sales. Additionally, the study uses text mining algorithms to find the most successful usage of social media platforms, providing a recipe for success. The text mining techniques indicate the optimal date/time, type of posting, hashtag to utilize, and social media platform to use for maximum engagement.

## OBJECTIVE

The objective of this research is to find out what factors/actions indicate a highly engaged social media post, and to see if these types of postings have an impact on a food and beverage products company's performance.

# THE POWER OF ENGAGEMENT : UNDERSTANDING ACTIVE SOCIAL MEDIA ENGAGEMENT AND THE IMPACT ON SALES IN THE HOSPITALITY INDUSTRY

## CHAPTER 1

### STATEMENT OF PROBLEMS

According to the article, despite research on active participation/engagement in other industries, there are few findings that characterize active participation/engagement among social media users in the hotel business, particularly in the food and beverage goods industry.

Furthermore, while active involvement has been studied in many researches, there is currently no formula that identifies a social media user who is actively engaged. Furthermore, and perhaps most crucially, the influence of a highly engaged social media post on business performance has not been empirically examined

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### LITERATURE REVIEW

From 2012 to 2019, this research article used references from a variety of sources. Journal articles were used as references in the research work. The researchers in these articles offer a variety of perspectives on the research paper topic. Past studies show that the food and beverage products industry have received little attention in IT research and encouraged more attention from a technological perspective (Chiasson & Davidson, 2005). This study places the research context in the food service sales sector, which are rarely studied in the current literature

# THE POWER OF ENGAGEMENT : UNDERSTANDING ACTIVE SOCIAL MEDIA ENGAGEMENT AND THE IMPACT ON SALES IN THE HOSPITALITY INDUSTRY

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## **LITERATURE REVIEW**

Therefore, the findings of this study could help expand the extant research scope of the food and beverage products industry. In Study 1 and Study 2, one food and beverage services company (Monin Inc.) provided data for the applied analysis. This case study approach allows for deeper and richer findings by focusing on the generation of new ideas by highlighting the importance of context in applied research (Poulis, Poulis, & Plakoyiannaki, 2013)

## **METHODOLOGY**

The study's goal is to find the impact of social media on business performance as measured by direct sales. The study first looks for the crucial formula for a highly engaging social media post, then sees if that formula helps a company sell more products. As a result, two studies are carried out

Study 1. Text mining is performed on the unstructured social media posts to identify the critical components of a highly engaging social media post.

Study 2. A regression analysis is conducted to quantify the impact of social media engagement on sales

# THE POWER OF ENGAGEMENT : UNDERSTANDING ACTIVE SOCIAL MEDIA ENGAGEMENT AND THE IMPACT ON SALES IN THE HOSPITALITY INDUSTRY

## CHAPTER 1

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### **DISCUSSION AND FINDINGS**

From Study 1, Phase I descriptive information about social media posts, several interesting insights were observed:

I.Instagram has the highest engagement metrics, implying that other social media sites such as Facebook and Twitter are losing favour with customers.

II.Despite the fact that photos are the most popular post type on Twitter, Monin C's video received the most response from his followers. Evening has been identified as the peak time for high engagement among followers across Facebook, Twitter, and Instagram



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From Study 2, a relationship between bottle sales of new products launched on social media was found to be significant, highlighting the notion that deepens the definition and extends the level of customer participation to sales dollars

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## **SUGGESTION FOR IMPROVEMENT**

A deeper dig into the utilization of engagement rate by consumers who buy products and those who do not may be part of future research in this area. Then, based on the level of involvement and purchasing plans, customer-brand strategies and partnerships can be determined

Furthermore, in order for practitioners to fully utilize the engagement rate, the author has advised that future research should focus on developing a scale and testing its applicability across sectors and contexts. To increase profitability through social media channels, research can be used to establish which characteristics of engagement are most beneficial with diverse consumer bases

# THE POWER OF ENGAGEMENT : UNDERSTANDING ACTIVE SOCIAL MEDIA ENGAGEMENT AND THE IMPACT ON SALES IN THE HOSPITALITY INDUSTRY

## CHAPTER 1

### CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

In the article, we can see that, contribution of social media towards business development and its impacts towards records management is from a practical perspective, this study using text mining procedures also revealed a critical formula of success for a highly engaged social media post.

Therefore, by performing this method , an analysis was made, and it create a model that showcasing the critical patterns of engaging social media post on the three major platforms. This can help the company strategically use social media in a constructive way to benefit the company sales and marketing teams by positively contributing to firm performance through sales.

### CONCLUSION

As the conclusion, from a practical perspective, this study unequivocally demonstrates the importance of social media engagement rates to marketing and sales teams. By capturing higher percentages of engagement among social media followers, marketing and sales teams can capture more sales dollars from both existing and potential customers who choose to engage with the company.

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# SOCIAL MEDIA ENGAGEMENT STRATEGY: INVESTIGATION OF MARKETING AND R&D INTERFACES IN MANUFACTURING INDUSTRY

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## INTRODUCTION

According to research, a company's new product development performance and future competitiveness are dependent on an effective marketing and R&D interface. Social media's growing popularity promised to improve engagement, collaboration, and networking between the two functions.

However, little is known about the important activities, infrastructure needs, and possible benefits of social media in the marketing and research and development interface. This research intends to improve the present understanding of social media engagement techniques, allowing manufacturers to better marketing and R&D interfaces and, as a result, improve NPD performance.

## OBJECTIVES

This research intends to improve the present understanding of social media engagement techniques, allowing for stronger marketing and R&D interfaces and, as a result, improved NPD performance for manufacturing firms.

## STATEMENT OF PROBLEMS

According to the author of the article, the growing popularity of social media promises to improve engagement, collaboration, and networking between the two functions. However, little is known about the important activities, infrastructure needs, and possible benefits of social media in the marketing and research and development interface.

# SOCIAL MEDIA ENGAGEMENT STRATEGY: INVESTIGATION OF MARKETING AND R&D INTERFACES IN MANUFACTURING INDUSTRY

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## LITERATURE REVIEW

This is especially important, as previous research (Fotiadis, 2006; Micu, 2012; Song,) acknowledged that formalization of interaction structures and procedures serves as an important platform to develop frequent informal interactions and information exchange. Our study directly addressed this need by identifying social media key activities and infrastructure requirements. This study added the social media dimension to these activities and discussed how social media can facilitate effective information exchanges in these activities in a structured way.



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Furthermore, the study proposed and discussed social media infrastructure requirements in three engagement phases, which the current literature overlook. The details of social media infrastructure help companies to make the right investments and select appropriate resources to adopt social media tools in the interface.

# SOCIAL MEDIA ENGAGEMENT STRATEGY: INVESTIGATION OF MARKETING AND R&D INTERFACES IN MANUFACTURING INDUSTRY

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## **METHODOLOGY**

A qualitative technique was chosen acceptable for such a multidimensional and context bound phenomenon, given the research focus on expanding the present understanding of social media adoption for improved marketing and R&D interaction. Researchers can build and deliver extensive insights and find significant complexity reflecting both organizational and individual processes via qualitative case studies. Given the lack of understanding about social media engagement strategy in the marketing and R&D interface, this technique is especially relevant. As a result, case study research has been used by business researchers to investigate real-world business scenarios, concerns, and challenges. Purposeful sampling was used to pick a case study, which is a powerful, reasonable method for selecting information-rich examples for in-depth research.

# SOCIAL MEDIA ENGAGEMENT STRATEGY: INVESTIGATION OF MARKETING AND R&D INTERFACES IN MANUFACTURING INDUSTRY

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## DISCUSSION AND FINDINGS

The following are the empirical findings. First, four essential actions from the early and later stages of development are used to describe the function of social media in facilitating improved marketing and R&D interface. Second, a social media engagement approach is presented and explained to support and improve the marketing and R&D interaction. Social media for facilitating improved marketing and R&D interface. The empirical analysis identified four key activities in which social media can facilitate improved marketing and R&D interface.



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These activities include the ability to:

- 1) identify and communicate new business opportunities,
- 2) find the right competencies and compose cross-functional teams,
- 3) capture and discuss the rationale for customer needs and design intent
- 4) collect and use customer feedback and product performance

# SOCIAL MEDIA ENGAGEMENT STRATEGY: INVESTIGATION OF MARKETING AND R&D INTERFACES IN MANUFACTURING INDUSTRY

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## **SUGGESTION OF IMPROVEMENT**

According to the author, should include the exterior factor in their analyses. Comparing internal and external social media engagement tactics is another area of research that could be pursued in the future. Because the present understanding of the benefits of social media participation in the interface between marketing and R&D is limited, this study is exploratory and depends on an in-depth case study

The empirical data was mostly gathered from a multi-case research involving two industrial manufacturing organisations. As a result, the findings are context-dependent, necessitating careful consideration of similar circumstances when applying the adoption process and related social media engagement activities

## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT**

From the studies, the author has stated that social media functionalities can support practitioners in creating easily shared workspaces. For example, the blogs prove useful for documenting ideas, insights, and early informal feedback from marketing, R&D, and related stakeholders on customer needs, potential competitors' actions, marketing testing, and new design solution

Social media also may be used in addition to the existing project repositories to collect and provide access to the underlying rationale regarding a solution in case the original documentation is secured

# SOCIAL MEDIA ENGAGEMENT STRATEGY: INVESTIGATION OF MARKETING AND R&D INTERFACES IN MANUFACTURING INDUSTRY

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## CONCLUSION

To sum up, the study proposed and discussed social media infrastructure requirements in three interaction phases, which the current literature ignores. The specifics of social media infrastructure assist businesses in making the best investments and selecting the correct resources to implement social media tools in the interface.



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The research give insight on the many functions and characteristics of social media in the marketing and R&D interaction. This knowledge can assist businesses in strategically planning and developing their skills for effective social media interaction at the marketing and R&D interface.

# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

## INTRODUCTION

Using social media as a source of owned, paid, or earned media has become standard in today's commercial world. As social media grew in popularity in marketing, senior management begins to assess its social media marketing performance from a variety of perspectives, including the number of fans, the rate at which fans interact with the platform, and the impact on sales revenue. They recognize the benefit of comparing their own and competitors' social media performance statistics and merging their numerous social media brand pages into a single dashboard for easier decision-making, monitoring, managing, and implementing associated business strategies.

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The term "performance" is used in this study to refer to customer or user engagement rather than financial or product/service quality. It's about how a customer appreciates, perceives, and rates a company's social media brand page's behaviour and management. This performance is measured by the number of fans and followers, the number of shares, the fan engagement rate, the number of people talking about it, the number of impressions, and the reach. Performance is largely concerned with the question of fan involvement in this study. The term "performance" as employed in this paper does not refer to financial or product/service quality, but rather to customer or user engagement.

# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

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## OBJECTIVE

To build up their brand image, have a closer fan relationship and make friends with the fans to get the building social media brand pages around the world.

## STATEMENT OF PROBLEMS

The article has many problems regarding the lack of in-depth understanding of obstacles in social media engagement. The business retail industry is selling a variety of consumer products to meet the various needs of consumers in general. This industry usually receives a wide range of products information from its suppliers, and then it distributes that information to its end-users. Although many managers find that this approach makes their pages look messy and lack focus, they have limited freedom to decide which products, topics, or content to show up on their brand pages. Among the various social media management problems and obstacles mentioned above, fan-related problems are their (the case companies') main priority and focus because fan engagement is a critical metric, perceived highly as an important indicator of page performance,

they cannot change the problem related the nature of their industry; thus, instead of focusing on the page content, they shift to building a closer relationship with their fans, and the use of social media for marketing is seen as a necessary tool rather than an entirely ROI-driven choice.



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# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

## LITERATURE REVIEW

This research paper uses sources of references from the year 2011 until 2017. From the research paper, references that we used were journaled articles. The researcher from this journal article gives a different from what we used are journal articles. Different post contents can stimulate fans differently, which result in different effects in the mind of the fans such as being curious, visually impressed, auditory sense impressed, inspired and emotional; these effects are perceived as the drivers of fan engagement (Smith 2013). The authors focus on the success of fan engagement in social media. More research is therefore needed to effectively manage fan engagement and grow the existing fan base (virtual community) on any brand pages, an overarching adaptable standard process, encompassing all the required best practices is necessary. The author also discussed the fundamental problems faced by businesses in managing social media brand pages. There are many factors affecting fan engagement, examples are the post presentation type (such as photo, video, status, link), post purpose (e.g., for product announcement, advertisement, designed question, polling, competition, stating an opinion) and posting day (Cvijikj and Michahelles 2011).

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## **METHODOLOGY**

The suitable method to be used for research is qualitative. To fulfil this research, several methods be used:

i) Data analysis: seven case companies from a retail group were conducted to understand practitioners' difficulties in managing their social media campaigns. This study finds that, besides ROI and fan engagement, the nature of an industry, lack of well-defined standard procedures, and insufficient financial resources present the fundamental obstacles in brand page engagement management.

ii) Data collection: This research method provides the researcher the flexibility to choose the specific type of company, with specific characteristics of interest, to study. In addition, this approach also allows the researcher to study the contemporary phenomenon in a greater depth and collect data from various sources in the real business operating environment.

# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

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## DISCUSSION AND FINDINGS

Based on the best practices from the case companies and together with trade and professional literature, the researcher proposes a social media (fan engagement) management process, which consists of six-sub-processes:

1. Define social media strategy
2. Identify and determine the fan segment(s)
3. Build brand awareness and attract fans
4. Encourage brand-fan engagement
5. Create brand attachment and stickiness
6. Create economic value from SM: sales

This study highlights several aspects, such as return on investment, top management supports, fan engagement issues and the nature of an industry, being the fundamental problems faced by businesses in managing social media brand pages.



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# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

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## SUGGESTION OF IMPROVEMENT

This research paper aims to highlight several aspects, such as return on investment, top management support, fan engagement issues, and the nature of an industry, being the fundamental problems faced by businesses in managing social media brand pages. Although benefit realization from social media is still a big challenge for most businesses, many find it a necessary tool to access and get closer to consumers. One of the deputy managers we interviewed expressed that “we are having difficulties justifying the value of our brand pages. However, we cannot afford to give up our social media campaigns on our brand pages. Everyone is using it. It is a trend now.

In this era, a good records management system can help a company save money on storage while also increasing efficiency. Before it's too late, create a good records management strategy. Companies can protect institutional memory and maintain evidence of activities, transactions, and decisions by keeping good records. Understand the fundamentals of a solid organization, how to implement one, why it should be a part of any business, and who should be engaged in the process in this article. A study was done along the process, comprising seven case companies from a retail group, to better understand how practitioners manage their social media efforts. According to this study, besides ROI and fan engagement, the nature of a business, a lack of well-defined standard practices, and insufficient financial resources are the major roadblocks to brand page engagement management. It also maintains a good record of fans' interaction and generates more engagement

# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

## CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

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In this era, a good records management system can help a company save money on storage while also increasing efficiency. Before it's too late, create a good records management strategy. Companies can protect institutional memory and maintain evidence of activities, transactions, and decisions by keeping good records. Understand the fundamentals of a solid organization, how to implement one, why it should be a part of any business, and who should be engaged in the process in this article. A study was done along the process, comprising seven case companies from a retail group, to better understand how practitioners manage their social media efforts. According to this study, besides ROI and fan engagement, the nature of a business, a lack of well-defined standard practices, and insufficient financial resources are the major roadblocks to brand page engagement management. It also maintains a good record of fans' interaction and generates more engagement.



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## CONCLUSION

This study highlights several aspects, such as return on investment, top management support, fan engagement issues, and the nature of an industry, being the fundamental problems faced by businesses in managing social media brand pages. Although benefit realization from social media is still a big challenge for most businesses, many find it a necessary tool to access and get closer to consumers. One of the deputy managers we interviewed expressed that "we are having difficulties justifying the value of our brand pages. However, we cannot afford to give up our social media campaigns on our brand pages. Everyone is using it. It is a trend now."

# MOBILE SOCIAL MEDIA FOR SMART GRIDS CUSTOMER ENGAGEMENT: EMERGING TRENDS AND CHALLENGES

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## INTRODUCTION



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Global energy demand is steadily rising, with global energy consumption anticipated to climb by more than a third between now and 2035. Long-term policies are needed to ensure a stable and reliable market and regulatory framework that is compatible with today's societal goals. Recently, there has been an unpleasant sensation that the gap between the nature and scope of many environmental concern's governments are attempting to address and the resources available to them is widening. As a result, this paper provides recommendations for utilities in developing a social roadmap for the smart grid, with a focus on the role of prosumers.

## OBJECTIVE

The objectives of the article are as follows:

- i) To learn how to expand their digital customer experience initiatives by studying the most valuable brands.
- ii) This paper analyses and provides guidelines for utilities developing a social roadmap for the smart grid, with a focus on the role of the prosumer.

# MOBILE SOCIAL MEDIA FOR SMART GRIDS CUSTOMER ENGAGEMENT: EMERGING TRENDS AND CHALLENGES

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## STATEMENT OF PROBLEMS

The article has many problems, there are some challenges in calculating the return on investment (ROI) in social media operations, and many businesses will make minimal investments until they have tangible proof of investment return. Different engagement techniques can be implemented; however, organizations must keep in mind that consumer behaviour is continuously changing; new apps and social platforms will spread, allowing for increased real-time personalization and participation based on client geolocation, for example. As a result, engagement initiatives must be adaptable, and results must be measured on a regular basis. Besides, Smart grid research confronts the same challenges as other new technologies (e.g., biotechnologies, nanotechnologies) in getting insight into socio-technical systems that do not yet exist. Due to the ambiguity of future technologies, it is necessary to define them for research participants.



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# MOBILE SOCIAL MEDIA FOR SMART GRIDS CUSTOMER ENGAGEMENT: EMERGING TRENDS AND CHALLENGES

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## LITERATURE REVIEW

This research paper uses sources of references from the year 2011 until 2015. From the research paper, references that we used were journal articles. The authors focus on the success of customer engagement in social media. More research is therefore needed to effectively manage customer engagement and grow the existing fan base (virtual community) on any brand pages, an overarching adaptable standard process, encompassing all the required best practices is necessary. According to Khattak AR (2012), the explosive proliferation of these powerful mobile technologies into almost every sphere of existence is radically shaping the way Power and utilities (P&U) communicate with customers. This research also discusses about how important is social media to customer. According to Hallmark (2015), social networks, like Twitter and Facebook, have shown to be the most effective communication method.

# MOBILE SOCIAL MEDIA FOR SMART GRIDS CUSTOMER ENGAGEMENT: EMERGING TRENDS AND CHALLENGES

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## METHODOLOGY

The suitable method to be used for research is theoretical framing. This research, using advanced analytics, utilities can segment their customer base to better understand their customers' attitudes toward smart grid adoption. As the P&U receives customer feedback, including customer information urges, acknowledgment messages, and feedback on interaction, she can tailor communications to build continuous relationships particularly with each consumer. Besides, understanding the context in which energy and associated equipment are used is necessary for investigating the role of end-users inside smart grids. For example, time-shifting bathing necessitates significant technology improvements to feed signals (e.g., electricity unit costs) to the user via the smart grid and associated display device, as well as the incorporation of new system information.



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## **DISCUSSION AND FINDINGS**

The research findings are based on the ways to improve the understanding and interpretation of the benefits of records management. Handsets and other linked devices have the ability to fundamentally alter business operations. Customer involvement makes use of new tools to aid in the change process. Multiple distribution channels, including web and mobile applications, must be adapted for engagement tactics. Utilities have several opportunities to improve and enrich the lives of their customers by utilising mobile social media technologies.

Nowadays, engagement actions based on gamification are having huge attention. For 2015, a Garner report points out that 70% of the 2000 biggest companies will have some kind of gamification program.

## **SUGGESTION OF IMPROVEMENT**

This research paper aims to highlight several aspects, such as personalization is all about making the customer feel special, which is a great way to increase loyalty and turn the customer into a brand advocate, or "prosumer." Second, exclusivity providing exclusive access, information, and offers to be devoted customers. Making a customer feel like a VIP is a great approach to make them feel connected to a company and promote it in their online and offline social circles. Next, apps for iPhone and Android are a must-have nowadays. Mobile apps provide a link with the consumer at any time and from any location, an open channel for bidirectional communication, and the ability to provide the customer the contents of each marketing activity taken.

# MOBILE SOCIAL MEDIA FOR SMART GRIDS CUSTOMER ENGAGEMENT: EMERGING TRENDS AND CHALLENGES

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## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT**

In this new era, traditional methods of communication, such as e-mails, will be forgotten in a few years owing to the strain they put on customers, the lack of personalization, and the customer's lack of involvement in the company's relationship. Social media platforms such as Twitter and Facebook have proven to be the most effective means of communication. They can capture a connected public, create shared experiences, and keep attention and customer loyalty through all kinds of "marketing mix" strategies, such as games, promotions, and so on, when used properly, not as a way of news dissemination, but as a way of client conversation and participation, as demonstrated by the RealCapnCrunch campaign on Twitter. Furthermore, customer metrics are used to track customer loyalty changes. Also, personal identifiers to bound profiles from social media and behavior related to customer information in databases are meant to be caught by financial impact. Customer data is collected through contests and promos that ask for e-mail addresses and social media handles. Companies can simply track customers, leads, and ROI of social campaigns after the relationship has been established.



**NUR KHALEEDA BINTI MAHAMAD  
HALID**

# MOBILE SOCIAL MEDIA FOR SMART GRIDS CUSTOMER ENGAGEMENT: EMERGING TRENDS AND CHALLENGES

**NUR KHALEEDA BT  
MAHAMAD HALID**  
SURIANI JACK

## CONCLUSION

In conclusion, electrical energy is one of the most important components of a society's economic progress. Modern nations' reasonable desires for economic progress have compelled them to maintain a constant supply of energy supplies. Consumer demands for quality and stability of generated electrical power have increased in the current setting, primarily in the context of anticipated large-scale integration of distributed renewable energy in the grid. Storage systems and disaster recovery programmes, among other things, can help to increase grid hosting capacity. By taking into consideration the total installed distributed energy, this could prevent the system from being resized. Utilities have several opportunities to ease and enrich their customers' lives by utilising mobile social media technologies. Furthermore, utilities should transition from energy suppliers to energy service advisers to maintain long-term client loyalty. Smart grids have the ability to benefit the entire value chain, but the business model needs to be re-thought.



**NUR KHALEEDA BINTI MAHAMAD  
HALID**

# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

**VIVIANA AWING EPOI**  
SURIANI JACK



**VIVIANA AWING EPOI**

## INTRODUCTION

This article is about how customer engagement plays a role between social media analytics practices (SMAP) and business performance. The reason why I am choosing this article is that I want to know how the relationship between SMAP and business performance works. Next, I also want to know whether the relationship results in a positive or negative. As social media networking has evolved and expanded rapidly within the past decade, the interest in social media marketing among marketing and organizations has also grown sharply worldwide. The use of social media has become common today, and businesses should manage it in order to achieve their key goals. Moreover, through social media, it helps to create new opportunities for the organization to engage with their customers and help increase their business performance in the market. The researchers have discovered the benefits of applying Social Media Analytics (SMA) which can affect the business performance.

# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

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## OBJECTIVES

i. To examine and establish knowledge about the nature of the relationship between social media analytics practices (SMAP), customer engagement (CE) and business performance (BP) through empirical research.

ii. To find out whether is there a positive relationship between social media analytics practices (SMAP), customer engagement (CE) and business performance (BP) in the Indian retail and also IT industries.



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## SIGNIFICANCE OF STUDY

Through this research, retail and IT organizations will be able to use appropriate strategy through social media analytics practices (SMAP) in their business to engage with their customers. Thus, organizations that apply the recommended approach derived from the results of this study will have better financial results because of increased engagement with customers

# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

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## STATEMENT OF PROBLEMS

Based on the article, the problem stated is there is lack of studies in exploring the needs of social media analytics on the Indian retail. The first problem is whether the strategic use of social media analytics practices (SMAP) have a better relationship with customer engagement or not. Next, does the customer engagement have a good relationship with business performance or not. Furthermore, whether the strategic use of social media analytics practices (SMAP) have a positive relationship with business performance or not. Apart from that, it is also stated that is there a role for customer engagement in the relationship between social media analytics practices (SMAP) and business performance.

# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

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## LITERATURE REVIEW

The literature review begins with a short background on the relationship that exists between social media analytics practices (SMAP), customer engagement (CE), and business performance (BP). This is considered the most basic postulation that will be implemented in this research study. The researchers from the articles give different ideas regarding the topic for this research study. The authors focus on customer engagement, which is stated as the most important thing in running a business because, by engaging with the customers, the organization will be able to interact and influence their brand around the world. Additionally, effective CE helps gain loyalty and influences discussion and purchase behavior of the customer (Carr, 2017).

By engaging with its customers in a close, continuous, and interactive manner, the organization not only receives "real time" knowledge about what is going on in the marketplace, but it also has the proper data that it can subsequently use as input to its entire strategic development process. According to Umar (2014), social media analytics (SMA) has the ability to deliver real-time feedback and actionable insights to help decision-making in organizations.



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# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

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## **METHODOLOGY**

### **i) Data Collection:**

For this research study, the data has been collected by using the quantitative method, which involves using a questionnaire. The questionnaire was distributed to the target audience by direct mail to the respondents, personal phone interviews, or Google platforms. Two pilot tests were used to assess the questionnaire's reliability and validity. Following each pilot test, input was obtained, and the questionnaire was improved in response to the feedback.

### **ii) Data Analysis:**

For this research study, the data will be tested and analyzed by using the model empirical Structural Equation Modelling (SEM). SEM is a statistical tool for examining causal relationships in a collection of constructs represented by several measurable variables/items in a single model. Besides that, SEM plays a role in the analysis of theoretical relationships between various constructs.

# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

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## DISCUSSION AND FINDINGS

i) CE is critical for firms in today's highly competitive global industry. SMAP allows organizations to readily analyze ongoing interactions between an organization and its customers. If a customer is engaged (or interested) in what the organization or brand is doing, it is obvious that the customer is more likely to engage with the business in terms of purchases and contribute to its performance in the marketplace.

ii) CE is often defined by the number of different customer behaviors like as purchases, social sharing, and recommendations. SMAP analyses the nature and extent of an organization's relationship with its consumers, which is crucial for a more exact study of the organization's ongoing growth and performance.

iii) These findings have allowed the hypothesis that strategic usage of SMAP has a positive relationship between CE and BP to be validated. By utilizing the social media monitoring method, SMA supports retail and IT organizations in amplifying their business presence, running a smart social media campaign, and lowering customer service/support expenses.



**VIVIANA AWING EPOI**

# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

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## RECOMMENDATIONS

The goal of this research study is to discover and identify how customer engagement contributes in the support of social media analytics and business performance. Retail and IT companies can get a lot of information from social media. The retail and IT industries can benefit from real-time SMA to make better business decisions. If retailers and IT companies are serious about social media marketing, judicious use of SMA may help them evaluate and understand their consumers' interactions and input, as well as respond quickly and effectively. To extend the generalizability of the findings, the model utilized in this study can be tested in cross-country studies across many geographic locations.

## CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

While many IT professionals are focused on the security issues that come with enabling social media, there is another essential factor to consider which are the impact of social media on records management. Every tweet, blog post, blog response, corporate YouTube post, text, e-mail, instant messaging, wiki collaboration, and other related activity is a potential corporate record that must be handled in order for the organization to be compliant with regulatory and, perhaps, eDiscovery obligations.

# EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ANALYTICS PRACTICES AND BUSINESS PERFORMANCE IN THE INDIAN RETAIL AND IT INDUSTRIES: THE MEDIATION ROLE OF CUSTOMER ENGAGEMENT

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## CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

These new records appear at a time when electronic records management in general is gaining attention, scrutiny, and importance. Some social media platforms allow one download posts, which you may subsequently import into a records management system. You may decide not to capture specific content as part of the record when dealing with extremely sensitive records, such as improper or offensive photos. In such circumstances, the record should include a note explaining why your organization decided not to capture specific elements of the content. According to the State Records Act 2000, a record is "information however recorded," so any business-related content published by a government organization via social media is subject to the same recordkeeping standards as information created through other means.



**VIVIANA AWING EPOI**

## CONCLUSION

In a conclusion, the most important finding in this research study is that there is a positive relationship between SMAP and BP, with CE serves as an important mediator. Furthermore, the findings of the research are bound to the Indian retail and IT industries. Thus, retailers may gain a competitive advantage, improve business performance, and cost savings by engaging customers effectively.

# SOCIAL MEDIA DATA ANALYTICS FOR BUSINESS DECISION MAKING SYSTEM TO COMPETITIVE ANALYSIS

**VIVIANA AWING EPOI**

SURIANI JACK

## INTRODUCTION



**VIVIANA AWING EPOI**

This article is about how Social Media Data Analytics helps in business decision making system. The reason why I am choosing this article is that I want to know how does the data collected from social media analyzed to be used in business decisions. Next, I want to know how does the social media data analytics used to develop the business decision making system (BDMS). Social media networks (SMN) refer to the use of internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. SMN data is an interesting, complicated information source for business decision-making systems (Ruan et al., 2019). Through sites like Facebook, Twitter, LinkedIn, and Instagram, social networking can serve either social, business, or both purposes.

For marketers looking to engage clients, social networking is a valuable resource. For the past few years, business intelligence has been a major field that use data analysis to generate important information for company decision-making. Social media analytics (SMA) is the process of analyzing data obtained from social media sites and blogs in order to make business decisions and measure the performance of actions based on those decisions through social media. As a result, the business decision making system (BDMS) has been developed in this study as a way to create a business using social media data analytics.

# SOCIAL MEDIA DATA ANALYTICS FOR BUSINESS DECISION MAKING SYSTEM TO COMPETITIVE ANALYSIS

**VIVIANA AWING EPOI**

SURIANI JACK

## OBJECTIVES

- i. To find out how to extract significant data from social media networks for business developments.
- ii. To find out how can social media data analytics be implemented.
- iii. To develop the business decision-making system (BDMS) for developing business using social media data analytics.

## SIGNIFICANCE OF STUDY

Through this research, companies and research institutions will able to examine and gain knowledge from user-produced data. Therefore, companies that apply the recommended approach such as social data analytics help in decision making in a business and investment opportunities.



**VIVIANA AWING EPOI**

## STATEMENT OF PROBLEMS

Through this research, companies and research institutions will able to examine and gain knowledge from user-produced data. Therefore, companies that apply the recommended approach such as social data analytics help in decision making in a business and investment opportunities.

# SOCIAL MEDIA DATA ANALYTICS FOR BUSINESS DECISION MAKING SYSTEM TO COMPETITIVE ANALYSIS

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## LITERATURE REVIEW



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The literature review begins with the problems and solutions where conventional approaches are being used. The researchers from the articles give different ideas regarding the topic for this research study. The authors focus on consumer segmentation model (CSM) where they addressed the specified challenge and compared the efficiency of their algorithm to three other optimization algorithms. Next, information discovery model (IDM) also being focused where it is a new interdisciplinary research strategy for combining, expanding, and adapting approaches to analyzing social media data.

Moreover, the authors also mentioned about big data analytical (BDA) where it is a technology to aid organizations in acquiring both comprehensive and individualized viewpoints on the actual issue in real-time, thereby encouraging management to take the most appropriate course of action as needed. According to Acharya et al., (2018) equipment and expertise to analyze and interpret data must be given to organizations. Furthermore, sentiment analysis (SA) also being applied to learn using automated sentiment detection, polarity grouping, target selection, and compilation and aggregation where one may learn how people felt about a specific issue. Its purpose is to examine how people feel about a certain issue using computational tools (Nisar et al., 2019).

# SOCIAL MEDIA DATA ANALYTICS FOR BUSINESS DECISION MAKING SYSTEM TO COMPETITIVE ANALYSIS

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## **METHODOLOGY**

### **i) Data Collection:**

For this research study, the data has been collected by using a quantitative method, which is by using a survey. Next, in this research, literature studies are also being used to obtain the data. Moreover, data mining has also been applied in this data collection process and data recovery, with the results eventually being saved in the database as raw data.

### **ii) Data Analysis:**

For this research study, the data will be analyzed using data extraction, where the data will be grouped into groups according to the characteristics of the report. In data mining, data extraction refers to the process of studying or evaluating a collection of pre-classified data information in order to isolate a pattern and group it into one or more defined categories.



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# SOCIAL MEDIA DATA ANALYTICS FOR BUSINESS DECISION MAKING SYSTEM TO COMPETITIVE ANALYSIS

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## DISCUSSION & FINDINGS

i) BDMS achieves the highest competitive results. With greater accuracy, system dependability, F-1 measurement, and deviation rate of 85.5%, the BDMS system guarantees 93.7%, 86.8%, and 7.0%.

ii) The developed model (BDMS) is used to investigate the impact of social media networks on the growth of a business.

iii) To acquire review data for 16 control periods, the created model uses information from recent publications.

iv) A comparative analysis using conventional techniques such as CSM, IDS, BDA, and SA was performed to assess the proposed model's overall performance (BDMS)

## RECOMMENDATIONS

The goal of this research study is to discover that social media analysis collects and interprets data from social channels in order to support business decisions and evaluate the performance of actions based on these decisions. Moreover, business intelligence is a significant field that use data analysis to generate vital info for use in business decision-making. The analysis and understanding gained from user-generated data is of great relevance to businesses and research institutions.

# SOCIAL MEDIA DATA ANALYTICS FOR BUSINESS DECISION MAKING SYSTEM TO COMPETITIVE ANALYSIS

**VIVIANA AWING EPOI**  
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## CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

When it comes to electronic records management, social media is incomparable in terms of speed. Thousands of comments, likes, and shares can occur in an hour, and each new interaction required the creation of a new record. In other words, a single post that receives a lot of attention might result in the creation of thousands of records in a very short period of time. This never-ending real-time activity creates a significant issue since a record can become obsolete practically immediately after it is made. Records management should priorities bidirectional communication and social networking applications over those that just disseminate information or copies of existing records.



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## CONCLUSION

In a conclusion, the most important finding in this research study is business intelligence is a fundamental field that use data analysis to create vital info for use in business decision-making. The use of social media data analytics for business development has been proposed by BDMS. BDMS provides a thorough knowledge of the essential principles, challenges and functionality, and advancements in big social data. BDMS generates a brief, accurate description of current use scenarios based on the evidence, with the assistance of decisions and investment opportunities generated by social data analytics.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
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**MUHAMMAD KHAIRUL  
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## INTRODUCTION

This article is about a multi-actor engagement viewpoint that leads to ongoing contacts beyond the organization's network and traditional and discrete interactions between the organization and a single consumer to the understanding of customer engagement on social media. For businesses of all sizes, social media marketing is a great method to reach out to prospects and customers. People use social media to discover, learn about follow, and shop from brands. Great social media marketing may help your company achieve extraordinary success by cultivating loyal brand advocates and even driving leads and sales. Moreover, social media marketing is a type of digital marketing that makes use of the popularity of social media networks to reach marketing and branding objectives.

Based on the article, the researchers explained that social media has evolved into a pervasive communication tool, allowing customers to interact and communicate with one another. According to Jaakkola & Alexander (2014) and Larivière et al (2017), social media have transformed simple dyadic interactions between customers and marketers into more complicated interactions involving various numerous groups of actors, such as customers, organisations, stakeholders, and non-customers.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
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## OBJECTIVES

The objectives of the article are as follows:

- i. To improve knowledge of the social media customer engagement method.
- ii. To create an empirically based methodology for assessing consumer involvement with acceptable metrics.

## SIGNIFICANCE OF STUDY

Through this research, organization will be able to understand the social media customer engagement by including a multi-actor engagement viewpoint that leads to continuing interactions their network as well as traditional and discrete contacts them.

Thus, this research also improves to the practical operationalization of customer engagement on social media in multi-actor ecosystems by identifying four distinct levels of engagement that will aid practitioners in identifying and implementing appropriate social media marketing strategies aimed to be better at developing and measuring their customer engagement on social media.



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# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

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## STATEMENT OF PROBLEMS

Based on the article, the problem stated is a lack of knowledge about how to effectively harness the potential of social media in a multi-actor ecosystem, there is a lack of knowledge about how to generate customer interaction in a way that successfully leverages the promise of social media. As a result, it's unsurprising that researcher have urged that these concerns in the marketing domain be elevated and prioritized.

## LITERATURE REVIEW

The literature review begins with social media background on simple dyadic relationships between customers and marketers have been redefined, which has transformed them into more complicated interaction between numerous groups of actors, including customers, organizations, stakeholders, and non-customers (Jaakkola & Alexander, 2014, and Larivière et al, 2017,).

Next, the researchers focus on customer engagement be effectively managed in multi-actor ecosystems on social media. They emphasize the importance of increasing consumer participation via social media in a multi-actor ecosystem, and acknowledge the proactive role that customers play as exchange partners and value co-creators. Moreover, researchers also focus on customer engagement be measured in multi-actor ecosystems on social media. During each stage and within the suggested measurement grid, Sashi (2012) focuses on defining the link between the focal consumer and the organization.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

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## METHODOLOGY

For this research study, there are several methods that have been used:

### i. Data Collection:

For this research study, between November 2018 and February 2019, 32 qualitative one-on-one interviews with social media marketing practitioners and users were conducted to gain a thorough picture of customer interaction in the social media environment. This method of interpretative research was chosen by the researcher as the best way to investigate subjective meanings and individual interpretations of a phenomenon in order to inform theoretical propositions. The interviews began with basic questions on how social media marketers and users used social media, and then moved on to more detailed questions about each of Sashi (2012), seven stages of the customer engagement cycle. The interviews also looked on how practitioners encourage customer engagement at each of Sashi (2012) stages



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## ii. Data Analysis:

For this research study, all of the voice recordings were transcribed to ensure that the data accurately reflected what each informant had said, a process known as descriptive validity (Maxwell, 1992) or believability (Glaser & Strauss, 1967), and then categorized using NVivo (11.4.3). In the tradition of grounded theory (Corbin & Strauss, 1990), Sashi (2012) seven stages of the consumer engagement cycle (connection, interaction, satisfaction, retention, commitment, advocacy, and engagement) were used as the initial codes for the thematic analysis. The validity of the findings was further improved by ensuring that the practitioners interviewed had a lot of experience with social media marketing.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

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## DISCUSSION AND FINDINGS

The goal of this study was to gain a better knowledge of the consumer engagement process on social media and to provide an empirically based framework with relevant measures to assess customer engagement. The social media marketing practitioners and users used their past and current online behaviors, experiences, attitudes, and perceptions as reference points while discussing the issues that shape their social media participation, and they related them to Sashi (2012) seven stages of involvement. During data collection and data analysis, the Sashi (2012) framework was used to give a starting structure for the investigation and development of a new framework by analyzing any differences between the original framework and the insights supplied by the researcher informants.



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Customer engagement is recognized as an iterative and dynamic process between numerous actors in the multi-actor engagement framework described in this study, which facilitates the creation of enduring and long-term partnerships. Therefore, the researcher understand that satisfaction is not a stage of engagement, but rather a state that should be maintained, and ideally improved, throughout all customer and other actor connections.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

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## RECOMMENDATIONS

The goal of this research study is to the significance of understanding different interaction platforms as facilitators of involvement in multi-actor ecosystems, and the need for more research in this area. Moreover, this framework provides realistic measurements to aid practitioners in analyzing and monitoring customer engagement at each level, as well as recognizing the function and value of each level in the organization's communication success. This research study offers a way to continuously review and manage social media marketing activities by giving a practical and quantitative methodology.

## CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

In this new era, social media contribute to business record management in storing and keeping data through social media online and offline platform. Business record management contributing in a dynamic framework for handling social media customer engagement. Social media has evolved into a ubiquitous communication tool, allowing customers to interact and communicate with one another. Moreover, customers and marketers' simple dyadic interactions are transformed into more complicated interactions involving many groups of players, including customers, organizations, stakeholders, and non-customers. All of this will help the business record management to manage data in social media.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

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## CONCLUSION

In conclusion, the researcher contributes to the understanding of social media customer engagement by incorporating a multi-actor engagement perspective that leads to ongoing interactions beyond the organization's network as well as traditional and discrete interactions between the organization and a single customer. This research paper adds to the understanding of the process of customer interaction via social media and presents a measurable framework for assessing customer involvement. Using Sashi (2012) seven stages of the customer engagement cycle as a reference point, interviews with social media marketing practitioners and users were conducted in order to propose a new empirically grounded framework with four distinct customer engagement levels, namely connection, interaction, loyalty, and advocacy, as well as to identify appropriate measures for each level that could be implemented in practice.



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# INSIDE SALES SOCIAL MEDIA USE AND ITS STRATEGIC IMPLICATIONS FOR SALESPERSON-CUSTOMER DIGITAL ENGAGEMENT AND PERFORMANCE

## CHAPTER 8

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### INTRODUCTION

This article is about how inside salespeople's "lived experiences" and their connection with social media in sales were investigated using a grounded theory method. In business, social media allows anybody to offer an opinion or an idea at any point along the company's road to market. Individuals create, distribute, and share material on social media sites. Brands may have conversations and interactions with individual followers via social networking platforms. This one-on-one engagement can help followers and potential customers develop and strengthen brand loyalty. Based on the article, the researchers explained that inside sales are becoming increasingly important. Buyers' preferences are shifting away from face-to-face meetings and toward virtual relationships, creating a bright future for inside salespeople who use social media. Remote selling attempts employing one or more digital technical tools without the use of traditional face-to-face interactions with customers are known as inside sales (Seley & Holloway, 2008).

# INSIDE SALES SOCIAL MEDIA USE AND ITS STRATEGIC IMPLICATIONS FOR SALESPERSON-CUSTOMER DIGITAL ENGAGEMENT AND PERFORMANCE

## CHAPTER 8

### OBJECTIVES

The objectives of the article are as follows:

- i. To construct a theory based on facts gathered from persons who have witnessed the phenomena.

### SIGNIFICANCE OF STUDY

Through this research, inside salespeople will be agreed that strategic social help them be more effective when it comes to leveraging social media communities, creating digital personas, maintaining indirect communication, and learning about customers, because it is the best strategy when it comes to leveraging social media communities, creating digital personas, maintaining indirect communication, and learning about customers. Moreover, these tactics can be used alone or in various combinations to improve inner salesperson-customer digital engagement, which includes network generation efficacy and network richness.

Based on the article, the problem stated that there has been a recent spike in theoretical study on inside sales, there is a lack of research on how and why inside salespeople use social media as a vital tool. The expanding role of inside sales, where sellers lack the opportunity to meet with clients face-to-face and must rely on remote communication to communicate with customers, has been overlooked in research on social media use in sales.

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### STATEMENT OF PROBLEMS

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### **LITERATURE REVIEW**

The literature review begins with background of inside salesperson, which is an inside salesperson is someone who works from a centralized office and does not travel to meet consumers. Instead, they communicate with them over the phone or through other technical means (e.g., email) (Gessner & Scott Jr., 2009; Shi, Sridhar, & Grewal, 2020). Next, the researchers focus on the ways inside salespeople using social media. Inside salespeople are always seeking for new and imaginative methods to communicate with their clients, and the rise of social media as a tool has resulted in the formation of online communities that inside salespeople use as a substitute for not being able to meet customers face to face. Moreover, the researchers also focus on the consequences of inside salespeople using social media. The repercussions of potentially detrimental and unfavorable messaging/statements delivered by either inside salespeople or their customers in the dynamic and fast-paced environment of social media. Social media use has been defined as "the extent to which a B2B salesperson adopts and invests time in social media" when it comes to salespeople in general (Bill, Feurer, & Klarmann, 2020, p. 735).

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### **METHODOLOGY**

For this research study, there are several methods that have been used:

#### **i. Data Collection:**

For this research study, grounded theory allows for the development of emergent theory by incorporating and including the first-hand experiences of various participants. In keeping with the strategy, the researcher began data collection by identifying individuals by open sampling, in which selection was flexible and aimed at acquiring a basic understanding of the phenomenon (Corbin & Strauss, 2014). The researcher also employed theoretical sampling to help them recruit more people. Participants with a variety of jobs, years of experience, and vertical experiences were carefully selected to generate a representative sample. In-depth, semi-structured interviews with open-ended questions were used in this study. In-depth interviews were performed with 33 sales professionals from various companies, including 25 inside salespeople and 8 sales leaders.



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### ii. Data Analysis:

For this research study, the researcher started with a grounded theory technique called the overview approach (Strauss, 1987). This stage entails reading the transcribed interviews to get a rough idea of probable codes and categories to guide our coding operations, which helps to ensure consistency and reduce the number of initial codes used. The subsequent analyses were carried out according to Corbin and Strauss (2014) well-established, highly organized grounded theory processes. NVivo version 12 software and Microsoft Excel were used for all coding. The data was validated and the best interpretations were established using trustworthiness methods.

### DISCUSSION AND FINDINGS

The goal of this study was to uncover various insights on why and how inside salespeople use social media. Inside salespeople, according to qualitative interviews, utilize social media strategically to leverage social media networks, establish digital identities, maintain indirect communication, and learn about clients. Next, the studies show that implementing these tactics leads to increased digital engagement between inside salespeople and customers, which increases inside sales effectiveness. Lastly, the findings suggest that the influence of how inside salespeople utilize social media is shaped by a company's digital technology resources, such as social media distinctive investments and social media specific training.

Overall, the data indicate that inside salespeople use social media and company digital technology resources to digitally communicate with their clients, which has an impact on their job performance. Inside sales has become more autonomous, important, and broad in scope. Furthermore, customers' preferences are shifting away from face-to-face contacts and toward virtual relationships, presenting a bright future for inside salespeople who use social media. Inside sales, according to the practitioner literature, is a separate strategic selling strategy and a sales business model for the digital era (e.g., Schmidt et al., 2017).

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# INSIDE SALES SOCIAL MEDIA USE AND ITS STRATEGIC IMPLICATIONS FOR SALESPERSON-CUSTOMER DIGITAL ENGAGEMENT AND PERFORMANCE

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## **RECOMMENDATIONS**

The goal of this research study is to understand that inside sales has evolved, becoming more autonomous, important, and broad in reach. Inside salespeople can use social media in a variety of ways, including leveraging social media communities, creating digital personas, maintaining indirect communication, and learning about customers. Managers must recognize that there is more than one way for inside salespeople to use social media strategically. Managers must understand that these techniques are not mutually exclusive, but rather dynamic and participatory in their implementation. Because the process is iterative, with each strategy informing the next, switching back and forth should be part of the process.

## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT**

In this new era, social media helps business record management in storing and maintaining data on both online and offline platforms. Business record management contributing in inside sales social media use and the strategic implications for digital engagement and performance between salesperson and customers. Inside sales strategic social media utilisation, inside salesperson-customer digital engagement, and inside sales effectiveness have all emerged from the research. The researcher also discovered that company digital technology resources operate as enablers, influencing the outcomes of inside salespeople's social media strategy. With all of this contribution will help the business record management to maintain data in social media.

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### CONCLUSION

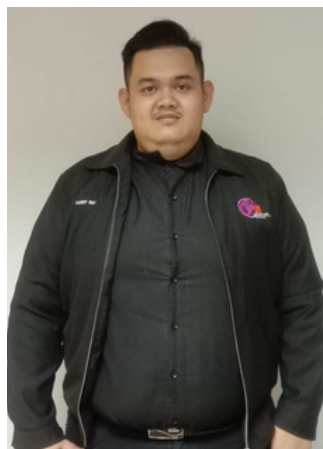
In conclusion, the researcher contributes to the understanding of inside salespeople must use social media not only to make a strong first impression, but also to demonstrate that they are trustworthy business partners in the virtual and remote selling environment that is associated with inside sales. The researcher also investigated and discovered inside sales social media tactics that inside salespeople employ to identify, qualify, connect, and digitally engage with consumers remotely, using a grounded theory methodology. Moreover, the researcher found that social media use methods increase internal salesperson customer digital engagement, which has an impact on work success.



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# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

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## INTRODUCTION

In this article analysis and task that were given we are trying to find out and figure out the the relations of business records management and and social media as both of the topic are being gather which it's were focuses on the result of making this decision, by that in business development and social media it were being used widely in this modern day as technology were having an transformation from day to another day. Business records management one of the title or activity that are very important to implied in business daily practices which every records that are going to be stored and kept need to have a proper records style which this may lead to the good business record management activities beside, social media will become one of the medium that are going to be used as the promoting tools for business development and in the same time it might cut the cost rather than using traditional promotion method .

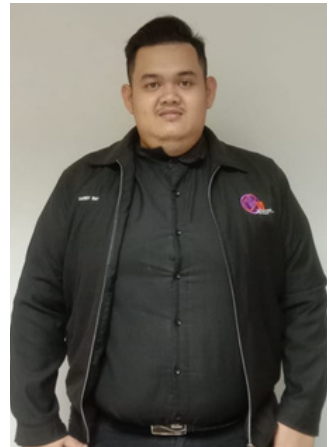
Based on the article that are chosen which has been given the title as (Usability of Social media for business development), where this topic need us to be more creative and more innovative in promoting business development and identified the usability of Social Media for business development in this modern days. Usability of social media and business development were being gathered as this will be ensured to produced one compacts result in the way to make use or fully utilized the technology that are available too.

# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

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## OBJECTIVE

The main objectives of this task were to identified and the usability of social media for business development in the same time it can be become a record medium to be used in the end of the day. Social media are being questioned as does it is a need or want in business records management activities, by that this analysis will go through and identified on which trail social media will be. Social media is one of the most practical mediums to be used in the way to promote business development. This is because social media are come from the new inventions which has been analyzed and filter before it was produced. Social media promoting medium will ensure it effectiveness in the way to help people which need promoting tools for their business development.



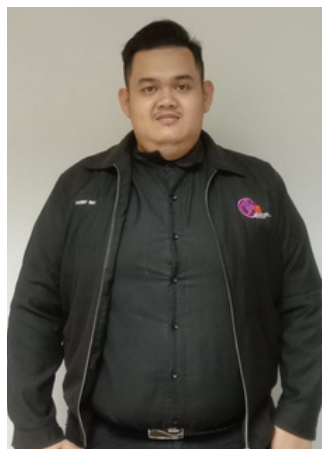
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# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

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## **METHODOLOGY**

The main objectives of this task were to identified and the usability of social media for business development in the same time it can be become a record medium to be used in the end of the day. Social media are being questioned as does it is a need or want in business records management activities, by that this analysis will go through and identified on which trail social media will be. Social media is one of the most practical mediums to be used in the way to promote business development. This is because social media are come from the new inventions which has been analyzed and filter before it was produced. Social media promoting medium will ensure it effectiveness in the way to help people which need promoting tools for their business development.

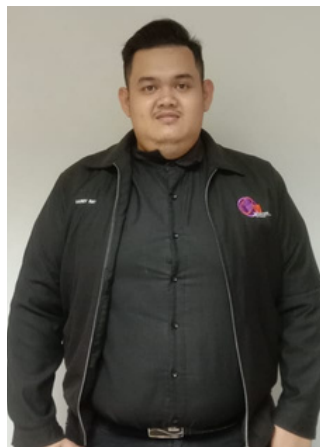
# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

## DISCUSSION AND FINDINGS

In every article that were produced there must be some pro and contra that might happened which it might be resented in its weakness or in strength that the article that has been review which the article title is Usability of social media for business development. In business it is a positive vibe when we are able to adapt a new technology or style into our business which we will make our business to be expand from day to day. By that in the article it were informed that internet which were transformed the computer and communication to be used and practice in the world wide as the well-known social media platform utilized by B TO B organization including Facebook, twitter, WhatsApp and LinkedIn, as it were mention social media is the best platform where people can used it as one of the medium which they can enlarged business, but by that before social media were invented traditional advertising are also used as one of the medium which were used to developed business.

So as in this scenario traditional advertising platform are should not be forgotten which it is better and harmony when we can combine these two types of advertising tools and records style to be used. As traditional records management or in this modern day people are using social media as a records medium it is more convenient for people to use it nowadays, by that every social media will contribute its own effectiveness.

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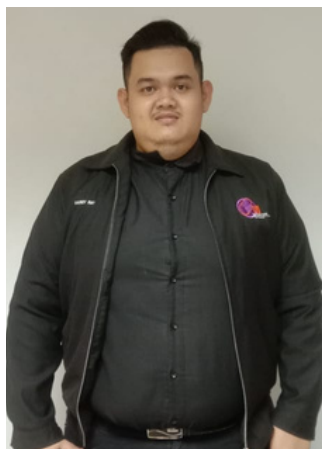


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# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

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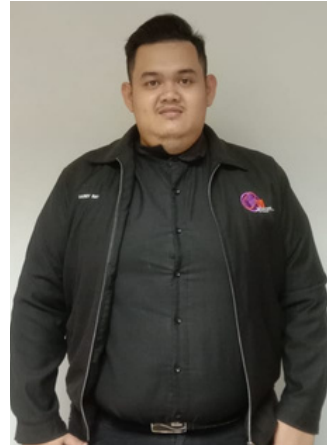
But as shown in the article it should not limit the social media platform that are going to be used which is Facebook, Twitter, WhatsApp and linked in, which in this new era it might exist a new social media platform for example Tik Tok as what our campus or university doing Which is University Technology Mara has making an agreement with Tik Tok application in the way for them to express their student talent and spread an academic vibe to the outsider so that its is good when we unlimited the social media platform or social media medium which are going to be used in the way to develop business activities. Beside that it is not good for us to condemn the traditional type of promotion methods as in the article line 18 it was stated that (Unlike the traditional media like print and electric mass media) which it showing that the traditional media promotion style was not that relevant.

It can be accept which the traditional style of promoting style is a little bit slow than the new social media promotion method but in the same time The traditional type of promoting tools has less bad comment and unsuitable type of critic ,which the new social media promoting type will sure to get a bad comment and criticize that are sometime it were not represent the correct condition of our business.

# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

By doing some research and review towards this article or case study we found out there are some opinion that produce a brilliant idea which they are focusing on social media as one of their medium in business development promoting which social media became on of the fast platform where the information can be shared through online. Beside that social media that they focus in the writing that is Facebook were the most suitable, medium to be used which Facebook contain a lot of extra and special features where the business can be run and promote in a short time frame. Which in this new version of Facebook, the Facebook profile can be set as business account where the user or customer can get connect with the business in charge person in a convenient way for example they can direction to the business address by click the address that are given in the Facebook business account profile which it will automatically connect to the maps application. The next features that can be found is contact number of the business can be call directly while they browse the business Facebook refile and they can ask question immediately to the in-charge person. By that we can assume that social media has help the business development a lot in expanding their site and business size.

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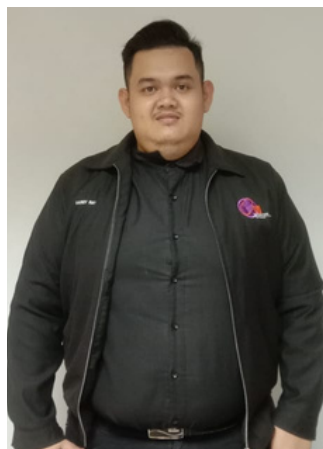
# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

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## **CONTRIBUTION TO BUSINESS RECORDS MANAGEMENT**



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Contribution of social media towards business development and its impacts towards records management is where the data that are being used by the business development in promoting their activity through social media platform where the data that are used in the social media or Facebook are automatically stored and kept via digital where all of the data that are being used for the purpose of promoting will be stored as it were used to be and the data are being kept without changing any criteria that has been set from the first place. By that social media are contributing a lot in digital records management activity and this will be giving a big impact towards the records management status.

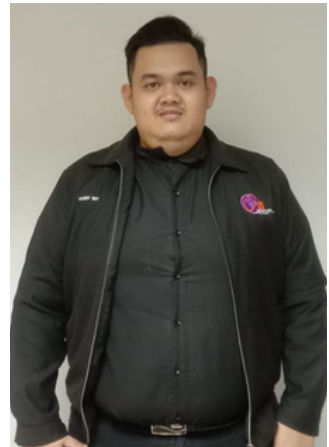
# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

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## CONCLUSION

For the conclusion we can identified and analyze that usability of social media for business development Giving a big impact towards the business records management by that:

- Organization or company can built or developed their social media literate towards their business records management department as they can use social media as one of the medium where the can developed their business activity.
- Other than that organization can developed or making a good relationship between any social media platform company where they can collaborate in enhancing and expanding their business by using the social media platform.

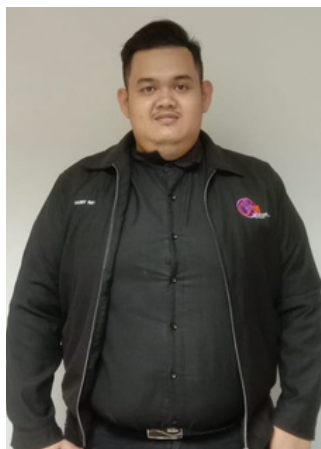


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# USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

## HARRY RAY ANAK USAH

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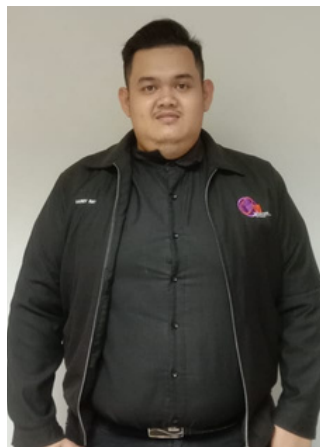
- Company or organization are also need to be more sensitive on the social media platform which this might make them to be able aware of new improvements that has been update in social media platform and it will make their business activity expanding well. Suggestion for improvements is that the main focuses of social media that are going to be used should be stated as (and a new coming version of application) that will be invented in the future, which we are looking forward to make an improvement of social media platform that are going to be used and utilize in business development and promotion. As every new innovation or invention that are being invented will be update on its specific. Other than the next suggestion for improvements is on the method of research which the method should be make some changes as the data are should not be limit to only 50 people to be evaluate and getting their feedback. Which the feedback should be open to the public which that is where we can collect more appropriate and globalized data. By that we can ensure that our innovation and improvements that are going to be apply can be used globally.

# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

**HARRY RAY ANAK  
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## INTRODUCTION

In this modern day, there are quantitative or a lot of companies and brand that are deal with this modern market, by that they need to find out a new way and style in promoting their business activities. Other than promoting method they need to find out the most effective promoting style in the way to ensure that the products are really known to others and the details are very clear to be known by the user. The browsing algorithms are always changing in favor of personal accounts and this making the online browsing traffic to be packed and this it were necessarily to make a fee for a single post so that subscribers can view the products that they want without any disturbance such as advertisement that employee nowadays are being used as one of the communication and advertisement method in social media, by that employee are also can earn something such as pay for become the company model and in the same time they can promote themselves and can use that platform in the way to make their own business as they have been known by others while they promoting their company business activity in social media platform.

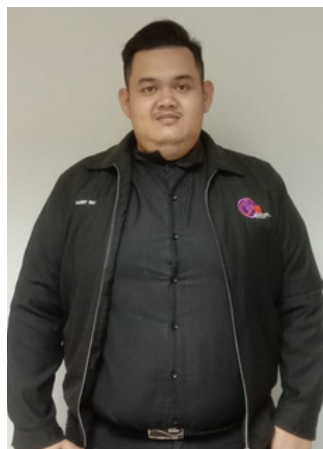


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# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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A brand ambassador is the one is appointed by the company to promote the company products, by that they have to work for they company in the contracts that has been agreed by the both parties. By that they were hired to communicate the company products to the user or outsiders that are new about the products. This thing will raise the awareness of the user about the present of the products in the market and in the same time the company can rising their sales as there will be more buyer to have a try on the products

### OBJECTIVES

The objectives of the studies and the research were to identified the best way to create or making a new brand ambassador on social media platform as this person will represent the model to people which they have to promote and tell people about the existence of the products in the market.

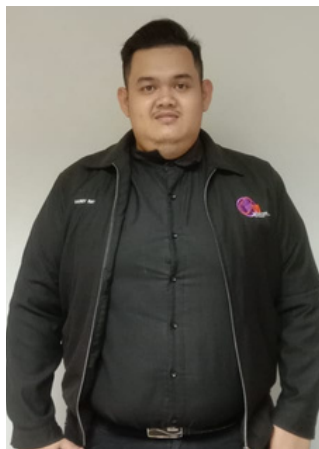
By that based on the feedback that has been collects its showing that the staff or employs can be acts as the brand ambassadors' than that the main purpose or objective of employees become a brand ambassador is to raise the brand awareness, to increase its promotional content. Which this is to ensure that the company brand objectives are achieved as. It is also become and important to identified the specialties or talent of the ambassadors which to avoid bad impacts towards the company brands.

# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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## METHODOLOGY

In these studies, the research methodology that were used is built on the assumption that personal positioning is becoming the simplest and most easy way to promote the brands to other people is by using Data Collection. By that A company employee being present in social networks, forms a certain opinion in his audience which this will followed by imitations or spreads to an even larger group. Employees has become a part of the company representative as they are representing the company by advertise the company products or services to the user which this will lead the user to attracted to know more about the products and service.



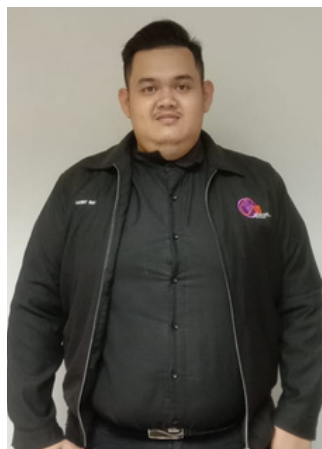
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# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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## DISCUSSION AND FINDING



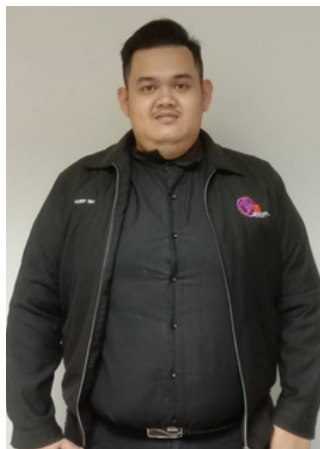
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Employee is become one of the important main keys in the company or organization, by that the brands and services company are willing to do anything in the way to improve their employee's skill. This is because when their employees has a better skill they can used it as their promoting and development method, by that in this studies which about employees image in social media as a promotion tools has tell us a lot about the usage of employees talented and usage for the Company, By doing this it is not meaning that we are misuse employees talented and energy. It was used to enhance company rating and also company income which this will use and give back to the employees for the sleek of their pay. Younger generations seem to be more active in using social media platform beside other platform in their daily life, this is because younger generations are more exposed to the social media platform which it helps them to live life easier compared to the olden day's lifestyle. By that the brands and service company in this modern day can use their employees to become an apart of their promotion's tools in the social media platform.

# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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In this studies it has shown and tell us a lot about facts towards social media platform that were being used as the promotions tools and its produced all positive and good vibe, But in every research or studies there must be at least one or two improvement or comment should be done, so that based on this studies some of the facts that need to be going on criticize is about their vison which it showing that less care towards the staff welfare as they are already use their talent and energy to push up the brands and services sale. By that brands and services company need to add up more welfare care towards the employees to make the situation fare as it happens in certain organizations or company which they use their employees talents and even without giving any credits towards the employee and tis will make the employees to feel down and not contribute and doing well while the are become the ambassadors for the brands.

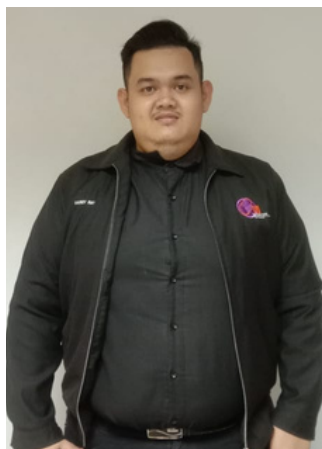


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As in the studies it were not showing a lot about the employees' importance and welfare that they can gain from working and becoming the brand ambassadors.

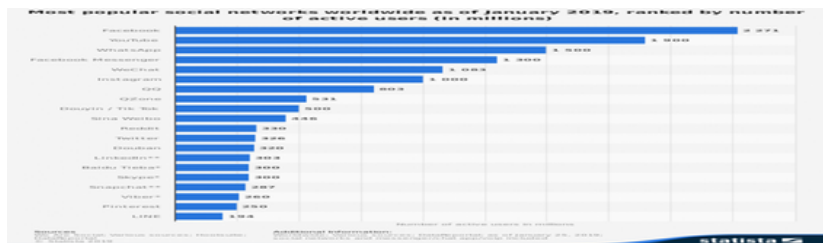
# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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Based on the studies it was based on the Aeroflot activities. Which in the soviet this Aeroflot are acts as one of the single airlines. Which the name of the airline is adopted as an abbreviation of general directorate of civil air fleet. Since 1992 it is Russians public private airline PJSC Aeroflot abbreviated name PAO which has derived from one of the divisions of the soviet Aeroflot and began to won the rights to this trade mark. Aeroflot airlines has become one of the main examples that were using by this article in finding its main points in doing this research. As we are aware that this are also affecting the communication style towards the company and the user as well as obtaining business records management in its activity.



Social media user chart

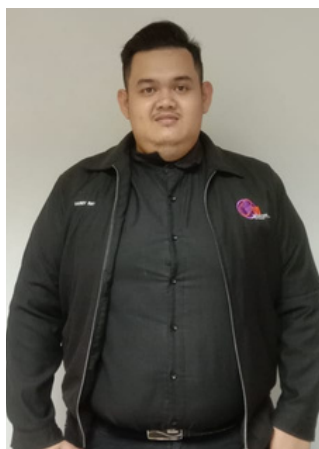
# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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## **CONTRIBUTION TO BUSINESS RECORDS MANAGEMENT**

In the studies article has giving us a lot of clue which their activities are contribute to the records management activities as the promotion that they are doing is all been go through one platform which is social media platform .By that we are all aware that social media platform is one of the medium where we can stored the document and records in its, by that the promotion that are being don by the brands and services company by suing the social media platform will contributing a lot business records management activity. Employees image in social media as a promotion tools title have given us a big picture of how the brand keeping their record by using social media, other than that they can use online application storage which it called as cloud storage, while promoting their brands by upload their ambassador image they can directly keep and upload all of the data that needed in cloud storage which this was contributing a lot to business records management activity.

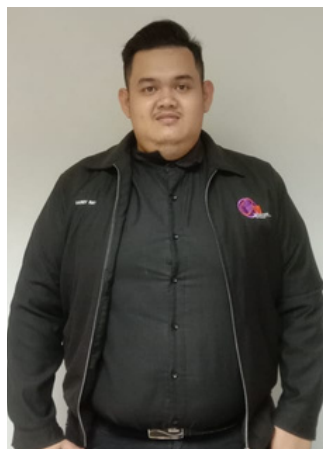


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# EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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## CONCLUSION

For the conclusion, we are aware that organization has right to command their staff to involve in promoting their business activity through social media platform, but by that they need to make sure that they make useful of the employees image in promoting and should be thankful for the model that they have which is just around the office and this method are directly contribute towards business records management activity as the promoting data and other data of the company will be save via online which is through social media platform. Suggestion for improvements organization can apply a lot of strategies and invented a new work norm or technology which this can ensure that their organization, user and also employee to gain something better from effort that they have invented and done by that organization can make an improvement on:

- Employees skill, as the organization can send their employees to have some skill workshop on social media platform, by that their employees will know how to capture image while use it for promotional purpose.
- Organization are also advised to give more support to their employee which are involve in promotional job scope, this is by giving them appreciation in term of salary increment and also other specialties for example special leaves are given to staff that are completely involve in promotional job by using social media platform.

# IMPACT OF PILLARS OF SOCIAL MEDIA MARKETING ON THE PROMOTION OF BUSINESS

## INTRODUCTION

What is social media? Nowadays, social media is the one of the quickest ways in communication network to get connected, communicate and reach out the content and context. Social media is the tool for people to share the information globally. There are many opportunities created by the social media. One of them is to promote the small business mostly for their brand, business and customer's access. The most of the product and service information will be shared through social media. This will build a trust and interaction. Social media create wide opportunities to all size business to promote their brand, create direct access to business and customers, precise about their product and services are shared and build stronger interaction with new and existing customers. By comparing traditionally and digital marketing methods promoting their product and services, traditional marketing methods need to invest more time, money and required high cost of labour.

Moreover, advertising projection and distribution also require high cost of money and time. On the other side, digital marketing provides high efficiency in term of costing in promoting business. Utilization of effective social media tools can create the new methods of promoting businesses.

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# IMPACT OF PILLARS OF SOCIAL MEDIA MARKETING ON THE PROMOTION OF BUSINESS

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Social media marketing provides wide opportunity to start a business online based on online customer data and information. The marketers create and share business promotion information on social media to get brand image and customers. In order to promote their business, the marketers post about the value of the business. For the trading business, social media is very simple and efficient way to connect and communicate with customer and client. In the inventions of Digital Marketing, Internet banking and ecommerce business models, the key for those inventions are the benefits of social media tools. In online businesses, the social media offers a lot of opportunity to advertise this business especially for online customer and clients. By using online-based platform, the advertisers can create and offer for branding picture and also the clients.

With the novels and innovative business models, the marketing strategies is reshaped based on customer online purchase intention. According to BabySam Samuel and Joe Sarprasatha in 2015, they stated that, the benefits that business are achieved through social Media channels are awareness of brand, transparency of business, responsibility, build stronger relationships with key stakeholders. In 2017, the research was conducted by Mahwish Zafar et al to discover the relationship between manager's production that using social media tools to promote products and services, and who never utilize the advantages of using social media to be recognize in the current trading business.

# IMPACT OF PILLARS OF SOCIAL MEDIA MARKETING ON THE PROMOTION OF BUSINESS

Tools of social media like Facebook, Twitter, Blog, You Tube etc was act as the indicator of the business growths. In the end of the result, the data that indicates the business that promote their business using social media tools was increase their business growth. The results were concluded by Payam Hanafi Zadeh et al in 2012. In social networking sites, the author stated that there are six specific categories. They are, promotion and advertising, information sharing, resources, customer relationship management, electronic commerce and economic models. Back in 2012, Walid A. Nakara et al stated that they found that the social media are promising tools for small medium enterprise. Besides that, the business that use social networks as their promoting tools for their marketing strategy to improve their business and e-reputation in the market. Small medium enterprise business is transformed by the social network based on the utilization of the web, marketing expansion and their visibility strengths in the market. The in-depth study of the literature shows that YouTube is the most visited social network in India, followed by WhatsApp. Social media marketing facilitates e-brand loyalty, business transparency, CRM and builds stronger relationships with key stakeholders, which drives business.

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# IMPACT OF PILLARS OF SOCIAL MEDIA MARKETING ON THE PROMOTION OF BUSINESS

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## OBJECTIVE

The objective of the study is to study the trend of pillars of social media on the promotion of business. In the article, the author stated that Facebook, Twitter, Blogs and YouTube act as the pillar of social media. Next, the article also being studied to review various literature to examine the impact of pillars of social media marketing on the promotion of business. The author reviews this article based on other studies that study the same subject. Last objective of the study is to develop a conceptual framework to study the impact of social media marketing activity on promotion of business. The author uses conceptual framework model to find the result of the impact of social media marketing in business promotion.

## METHODOLOGY

Based on literature review the impact of social media on the promotion of business is examined and conceptual model is developed to examine the relationship between study variables. Proposed Conceptual Framework model were use to conduct the research.

# IMPACT OF PILLARS OF SOCIAL MEDIA MARKETING ON THE PROMOTION OF BUSINESS

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## DISCUSSION AND FINDING

According to State of social media 2018, the following channels are commonly used by companies in the current social media marketing scenario. Facebook accounts for a significant portion of the 96 percent contribution to promoting businesses, followed by Twitter at 89 percent, LinkedIn at 70 percent, Instagram at 70 percent, YouTube at 57 percent, Google+ at 33 percent, Pinterest at 33 percent, and Snapchat at 11 percent. Deep Literature Survey shows that YouTube is Facebook, followed by WhatsApp, the most popular social network in India. Social media marketing facilitates e-brand loyalty, business transparency, CRM and builds stronger relationships with key stakeholders, which drives business.



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## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT**

From the studies, there are a lot of contribution that contributed by the social media tools in business record. Firstly, media marketing promote business through E-brand loyalty, business transparency, customer relationship management and strengthen the bonding with the key stakeholders. By comparing traditional marketing methods and millennials business methods, millennials business method brings more efficiency to the business. For traditional method, the business needs large of resources to promote the product and services. Besides that, interaction in social media marketing. The marketing interplay with customers the usage of social media has emerged effectively for growing logo cognizance of the product.



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Direct interplay approximately the creation of the latest products, services, enterprise models, and values is to be had on social media. It builds pleasant relationships and understanding approximately consumer wishes and wants. Next one is trendiness of social media. The direct interaction of social media platforms with consumers and brands generates trending attributes. The growth of brand awareness and purchase of products is also increasing, marketing through various social media tools, tweeting, blogging, and networking has led the youngest brands to partake in the current trend.

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Technology brings the consumer closer to the current trend and updated in the current scenario and interacts with brands. Moreover, business transparency. The business transparency of social media marketing is a very accessible platform where the brand identity of the company persists. The company connects with customers quickly and simultaneously to show reflectiveness. Instant feedback and instant response are given directly to customer feedback. Transparency in business via social networks is directly related to the buyer and the seller in two ways. The advantages of companies using social networks are the awareness that the company is listening to them, better customer service, price, discount, connectivity, building brand awareness, and sales are highlighted.



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Finally, business promotion. Internet and social media are widely used to promote or promote your products. The reputation of the company and its product continues to exist in the market with the availability of large online consumers who access various social networks on a daily basis. Advertising tools like Facebook, Twitter, and Instagram increase your brand awareness and influence consumer purchasing decisions.

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## CONCLUSION

The acceptance and use of social networks have transformed companies into electronic companies or digital companies. In the digital age, social media pillars are becoming increasingly important for business owners, providing companies with access to markets, ideas, data, support, business insights, and other resources. A lot of research showed that most social media users seek information, and share product knowledge to promote their business through various social media pillars. It allows consumers to network and shares information through two-way discussions. Social media pillars have proven to be the most viable and effective ways to nurture and develop your social capital and generate new business.

# SOCIAL MEDIA AS AN EFFECTIVE TOOL FOR PROMOTING AN HR BRAND AMONG YOUTH

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## INTRODUCTION

Nowadays, the usage of social media has become an important instrument in managing and promoting the company's HR brand. HR branding is a way to attract qualified employees creating more attractive image of work in the company compared to competitors. The study of the management and promoting of the HR brand has been reviewed by few foreign scientists and also in Russia. However, the problems of managing and promoting an HR brand are not well studied; there is a lack of systematic approach to the concept of an HR brand analysis and building a strategy of an HR brand promotion. This article is devoted to the study of the possibilities of social media to be an instrument for promoting HR brand among generation X, Y and Z. Sociologists distinguish generation X, Y and Z based on their differences of characteristic features.



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According to American scientist Neil Hove and William Strauss in 1991, every 20–25 years a new generation of people is born with character traits, habits and characteristics that set them apart from all the rest and then repeat among future generations. Generations X and Y are those who work after year 2000 in the labor market. This generation is able to use their talents for the benefits of business.

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Meanwhile the generation Z are first digital generation. They are grown in the digital environment as they get almost all the information from the internet, YouTube, mobile phones and SMS. They also use all means of the communication on the web and given priority to virtual meeting compared to personal meeting and also discuss the issues via email or instant messaging. According to the generation theory, generation Z develops faster than generation X and Y in term knowledge and skills in social media [1]. This becomes a challenge for the labor market to look for new channels for effective communication with potential employees and the formation of a favourable image of the employing company in the market. The article discusses the features of the perception of information by modern generation of X, Y and Z as well as the strategy for promoting HR brands of Russia companies among modern youth through social media which can help build a reputation and a positive image of the company in the eyes of potential employees.

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## OBJECTIVE

The objective of this study is to discuss the possibilities of social media to be an instrument for promoting an HR brand among young people.

## METHODOLOGY

For the research methodology, an online survey was conducted to identify the most popular social networks to obtain information about the employer among generations Z and Y. The research also done based on online survey to identify the most popular social networks to obtain information about the employer among generations Z and Y.



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## **DISCUSSION AND FINDING**

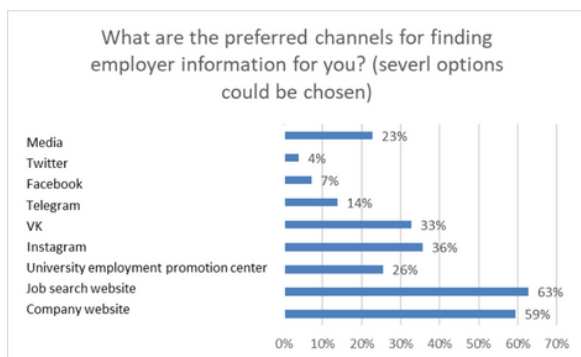
The new system approach of the HR brand compared to traditional approach are discussed and presented. The brand formation in marketing, advertising and PR activity are the practical approaches towards recognition of the company in the labor market among the jobseekers. At the same time, attract the qualified employees and the best of the best specialists in their industry. HR branding in becoming a new way of influencing target audience and the labor market. Next approach had been discussed was the identification of the main target audience based on the company's business plan. Once the target audience have been identified, the company need to consider the choice of the social network based on preference of the target audience. Another approach that has been highlighted in the article was the development of golden formula of content for social network.

The golden formula includes the 40% of involving content, 30% of user content, 25% of educational content and 5% of advertising content. To increase the popularity of the account on social media, it is necessary to promote the content by paid purchasing method and free purchasing method. For the purchasing method, the company purchase the targeted advertising, purchase ads with similar target audience. Meanwhile for the free purchasing method, the content was created for the interaction with the target audience in the form of discussion.

# SOCIAL MEDIA AS AN EFFECTIVE TOOL FOR PROMOTING AN HR BRAND AMONG YOUTH

Other ways include viral marketing, contests, encourage employees to subscribes on their social networks also have been discussed in this article.

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Preferred channels for obtaining information about employers(%) presented by author.



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The bar chart above shows the percentage results of the preferred channels for obtaining information about employers among generates Z and Y. From the survey, it shows that the job search website was the highest percentage of the preferred channels with 63%. Based on the review, the successful promotion HR brand in the labor market is based on long term systematic approaches process. HR branding is a prove for the positive impact in the company financial resources. It also confirms by the Sears study, an increase in employee satisfaction from working in the company by 5% causes increase in profit by 0.5%. According to LinkedIn, companies with a strong brand have a 28% lower employee turnover compared to competitors.

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## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT**

From this article, there are few contributions towards business record. There are as follows;

- Social media is an important mechanism to manage and promote company's HR brand to the business and develop new method of employment record. In developing this record, the company should consider the business plan of the company, the company needs, the specialty of the target employees and the choice of social media.
- The new golden formula of content is useful formula for social networks accounts which includes the user content, educational content and advertising content. This formula is to facilitate the preparation of company business plan

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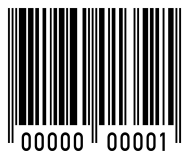
## CONCLUSION

In conclusion, building a HR brand which does not require significant additional financial resources, and thus save on external. Therefore, there is a need to develop mechanisms for the interaction of social networks with the organization's website, for a centralized impact on the target audience with one account in each social network. In order to analyze the attitude to the brand of the company and the employer, the third objective service is a tool for monitoring mechanism for the brand reputation. It is also suggested that, by applying a systematic approach through social media to the concept of HR brand and strategy of an HR brand promotion among young people, a long-term basis for its development and successful promotion can be formed



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