

ARTICLE REVIEW

SOCIAL MEDIA IN BUSINESS RECORDS

VOLUME 1 / AUGUST 2022

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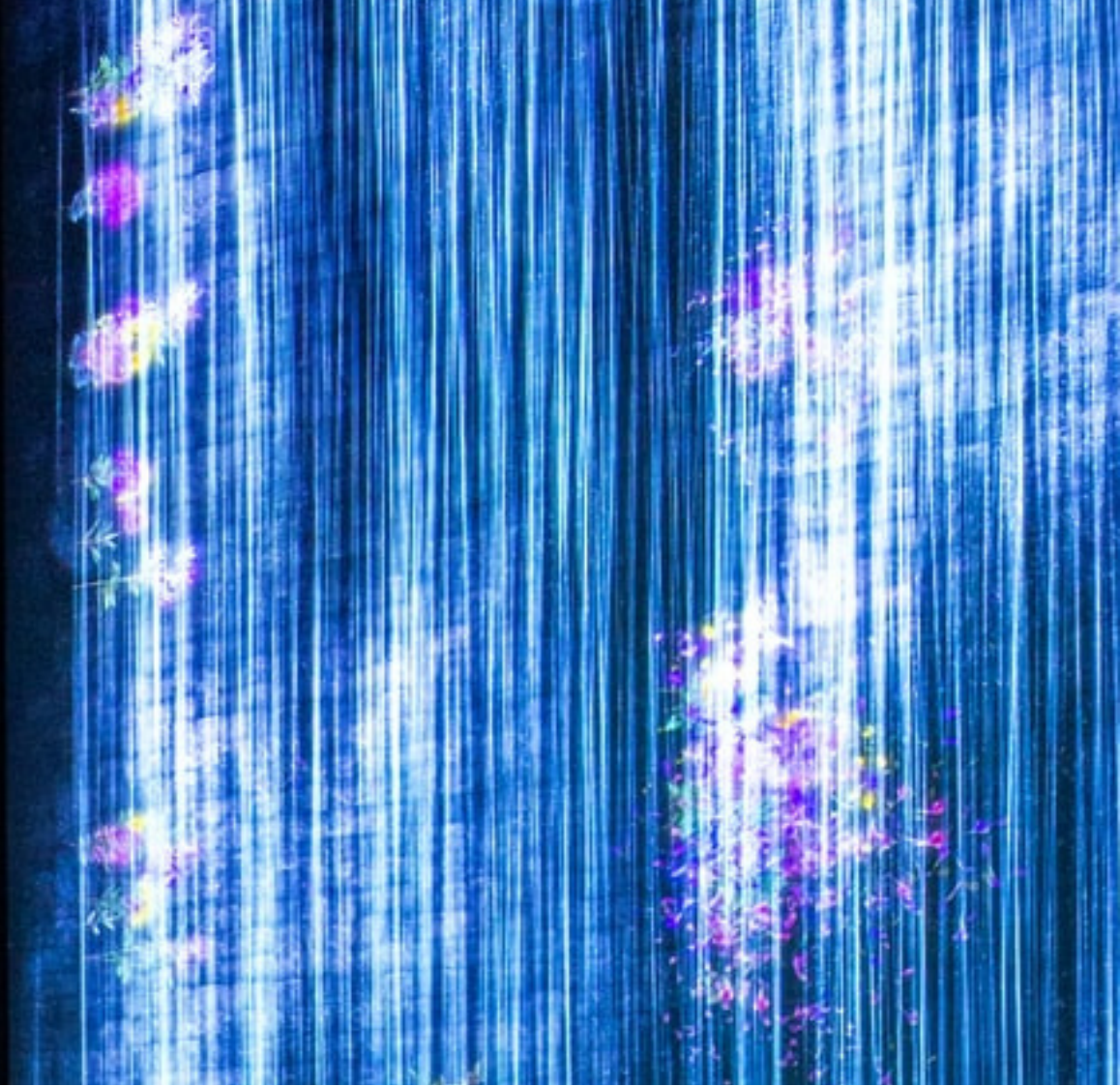
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MANAGEMENT OF BUSINESS RECORDS (IMR652)

presents

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EDITOR'S NOTE



MS Suriani Jack
EDITOR IN CHIEF

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.

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

Have faith!

Lots of Love,

Suriani Jack
Chief Editor

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RECORDS MANAGEMENT + SOCIAL MEDIA + BRAND

EDITOR'S NOTE

"Strike throughout our most productive year in UiTM"

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Social Media Competitive Analysis and Text Mining. A Case Study in the Pizza Industry



CHAPTER 1

SOCIAL MEDIA COMPETITIVE ANALYSIS AND TEXT MINING. A CASE STUDY IN THE PIZZA INDUSTRY



➔ Introduction

One of the reasons I picked this article is that it is clear that 90% of Malaysians utilize the internet. They must examine customer-generated content on their own social media sites as well as textual information on their competitors' social media sites to acquire a competitive edge and analyze their competitive environment accordingly. The utilization of social media appears to provide a corporation with a more lucrative profit.

➔ Literature Review

This research is based on a number of referrals to relevant external article sources. The researchers discovered in this article that the widespread usage of social media technologies has produced a plethora of text data containing hidden knowledge for firms to use for a strategic edge. Furthermore, the authors concentrate on ways for assisting businesses in understanding how the process works, doing social media competitiveness research, and converting social media data into knowledge for decision makers and e-marketers. Language mining was used to evaluate unstructured text material on the Facebook and Twitter accounts of the three major pizza chains: Pizza Hut, Domino's Pizza, and Papa John's Pizza.

➔ Statement of problems

This study states there are problems in this article that are related to:

- i. Found that the level of user engagement on Facebook has a more significant difference than the level of engagement on Twitter.

➔ Objectives

- i. Could provide services and communicate with customers using social media sites like as Facebook and Twitter.
- ii. To acquire a competitive advantage and appropriately analyze their competitive environment, they must analyze customer-generated material on their own social media sites as well as textual information on their competitors' social media sites.

➔ Methodology

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

i. Data Collection:2

· Manually collected quantitative data from each individual social media sites, such as the number of fans/followers, postings, comments, shares, and likes, and posting frequency.

ii. Data Analysis:

· Text mining was used to examine text messages posted on their Facebook and Twitter pages in order to find new knowledge and trends and gain a better understanding of how the three pizza restaurants use social media in practice.

➔ Findings/Results

The researcher wants to know the findings of the total data for pizza followers on social sites and the major pizza organizations that are active in social media, according to the findings of the study based on this article.

i. Based on the statement, the researcher focused more on the number of fans or followers' pizza 4 networks available on pizza social media sites and levels engagement.

ii. Based on research, it revealed that the three largest pizza chains are currently active in social media and has provided a great resource for social media efforts. The data examined show that it is committed to providing an enjoyable experience for customers.

➔ Recommendations

The publisher states that social media monitoring as well as competitiveness is analytical strategies however help traders to determine how the product or service is accepted by its customers, but it is also an indication to a deeper understanding of competitors products and services as well as increased market knowledge.

➔ Contribution to Business Record Management

Nowadays, the use of social media is not only used for relaxation, but it is also an important platform in the business world. In the business world, this platform gives a lot of positive impact to the business where it can grow the business by promoting, selling, and attracting more customers. For example, this article has discussed how text mining is used to conduct competitor analysis for user -generated data on Twitter and Facebook in the top three pizza chains.



CHAPTER 2

The Role Of Perceived Social Media Agility in Customer Engagement



INTRODUCTION

The reason why we choose this article is because it is analysing the benefit of social media for users especially if it is associating with agility and customer engagement. Customer engagement in the social media is important and it can be a record for a business entity. It focuses on customer-based brand equity (CBBE) which is also important customer engagement.

OBJECTIVES

- I. To analyse benefits of social media users that is associated to agility and customer engagement.
- II. To understand how agility affects desirable customer-related traits like customer engagement in a social media context and customer-based brand equity (CBBE).
- III. To adapt the construct to social media, such as perceived social media agility, with the goal of examining its effect on customer engagement and CBBE.

STATEMENT OF PROBLEMS

The problem occurred because they only focused on possible outcomes of this desirable attribute but they realised insights are also needed into how firms can better develop high levels of perceived social media agility. To add, they did not do further research that should examine additional possible consequences of perceived social media agility.

LITERATURE REVIEW

This research article's sources spanned the years 1979 to 2021. The majority of the references in the study paper were journal publications. Researchers that published and referenced some of the articles employed a variety of topics that were relevant to the study paper. The purpose of the research article was to identify the influence of perceived social media agility in customer engagement by concentrating on social media users who are associated with agility and customer engagement. Furthermore, the influence of perceived social media agility on CBBE was increasing for customers looking for a better change, according to the research paper.



METHODOLOGY

i. Multivariate Regression Analysis

An online poll of 200 adults was undertaken for this study. This study employed multivariate regression analyses to experimentally assess a scale for perceived social media agility, as well as the moderating role of customer change seeking behaviour, on CBBE and customer engagement.

ii. Common Method Bias

They utilised the SPSS factor analysis technique to find the first eigenvalue from the data matrix in this exam. If the first eigenvalue accounts for the majority of the variance, common method bias may be an issue. The first eigenvalue only accounts for 31.80% of the total variance, which does not correlate to the majority of the total variance explained, according to the findings which were 100 percent. As a result, a common procedure is unlikely to skew results.

iii. Measures

They used seven-point Likert scales with 1 which is strongly disagree and 7 which is strongly agree as anchors to measure these constructs. These metrics' reliabilities were higher than the specified cutoff limit for alpha.

iv. Control Variables

They were also accounted for brand satisfaction and brand loyalty to give a strong basis. For example, the willingness of customers to give good information about the business with others, social media usage intensity, and other demographic characteristics such as gender, age, and nationality.

v. The Measurement Model

To assess further psychometric features of all constructs, the researchers performed confirmatory factor analysis (CFA) with full-information maximum likelihood estimation.

vi. Hypothesis Testing

To assess H1 and H2 simultaneously, we performed multivariate regression analyses. The findings found that perceived social media agility has a favourable impact on CBBE ($b = 0.43, p 0.0001$) and consumer engagement ($b = 0.36, p 0.01$), indicating that H1 and H2 are supported.

FINDINGS

The findings reveal that perceived social media agility has a favourable impact on CBBE both directly and indirectly which is via customer involvement. Furthermore, the favourable impact of perceived social media agility on CBBE is amplified for customers who are seeking change. Customer change-seeking, on the other hand, has no bearing on the magnitude or direction of the impact of perceived social media agility on customer involvement. As a result, the research found that customers also tend to demonstrate a higher level of customer engagement when they view a firm/brand as nimble on social media, resulting in a high level of CBBE for firms. Furthermore, the favourable impact of perceived social media agility on CBBE is amplified for customers who are seeking change. Consumers who have a high need for modification or change in their lives have more favourable CBBE behaviours toward the business when they perceive the brand to be more nimble on social media.



RECOMMENDATION

Author recommended that as they tested their new scale in the setting of a nomological set of relationships, more study is needed to look into the other potential repercussions of perceived social media agility. These research would add to the body of evidence to support the scale's validity. Author also mentioned that in the future research they should look into the factors that influence people's perceptions of their social media agility. Their research focused on the potential outcomes of this desirable trait, but more research is needed into how businesses might improve their perceived social media agility. To add, in the future they believe they should try to duplicate their findings in different cultures. Cultural differences may shed light on how social media agility is seen as a source of sustainable competitive advantage. Next, the experimental values should be used in future studies to better establish causality. Furthermore, qualitative research can aid in the development of a deeper knowledge of how perceived social media agility affects consumer engagement and CBBE. Furthermore, this methodological approach may aid in explaining the hypothesised association that was not validated in their study.



CONTRIBUTION TO BUSINESS RECORDS MANAGEMENT

The role of perceived social media agility in customer engagement give contribution to business records management. Federal records are presumed to include social media postings and electronic messages relevant to the conduct of agency business. All Federal records, regardless of medium or format, must be appropriately managed by organizations, which includes evaluating if an existing disposal authority applies. Agencies are accountable for implementing these announcements and handling social media and electronic conversations that constitute Federal records, including regular SMS texts, encrypted conversations, messaging apps, and instant messages on social media platforms. Federal records are considered to include social media postings and electronic messages relevant to the performance of agency business.



CONCLUSION

The article focuses on helping businesses to build the capacity to quickly adapt their operations to cope and thrive in contexts defined by significant variations, the notion of agility has been applied to a variety of domains. The use of agility in a social media setting has not yet been investigated, despite the rising number of social media users and the advantages associated with agility in other domains. Additionally, nothing is known about how agility in the context of social media affects desirable customer-related characteristics, such as consumer experience and customer-based brand equity.

HOW SOCIAL MEDIA ADVERTISING FEATURES INFLUENCE CONSUMPTION AND SHARING INTENTIONS: THE MEDIATION OF CUSTOMER ENGAGEMENT.

JEZREEL MEGGIDDO DIAM
MS Suriani Jack

INTRODUCTION

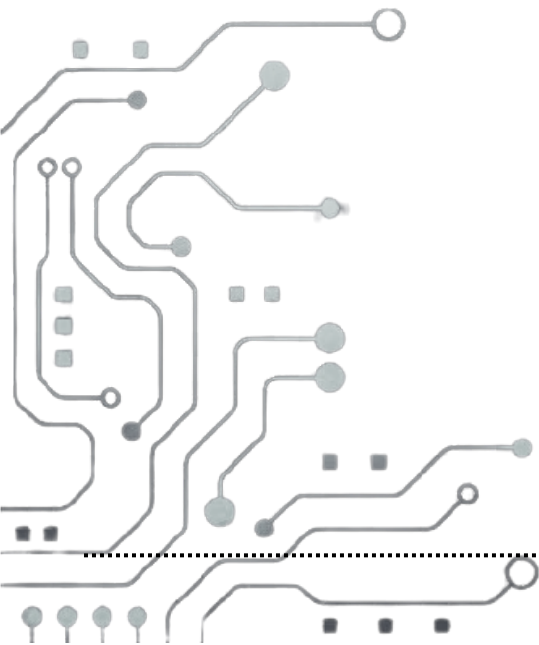
This study contributed to understanding the mediating mechanism of customer engagement on Social Media Advertising (SMA) by conceptualizing customer engagement on SMA as a unique idea and provided a conceptual framework for further theoretical and empirical research in the interactive marketing research field.

OBJECTIVES

- i. To construct a research architecture model.
- ii. To investigate the mediating effect of customer engagement between Social Media Advertising (SMA) and consumer behavioral intention in the context of Macao's casino integrated resorts.

STATEMENT OF PROBLEMS

The studies are not broadened enough, the findings' generalization is limited by the availability of data collected at a specific location. For this context, the future study can be extended by doing research in multiple locations, and social aspects in forecasting social media brand engagement and related outcomes, such as competitiveness, profitable growth and brand recognition. This is because, businesses and brands are building numerous marketing applications and investing massive resources in order to engage with their customers on social media in order to build loyal customers. However, there is a lack of data on how this social media influence brand loyalty. Additional study to offer data enables for a fuller understanding of the links between components as Social Media tools evolve rapidly throughout time.



LITERATURE REVIEW

With total gaming revenue of US\$37 billion in 2019, Macao is the world's casino Paradise, more than five times that of Las Vegas. In recent years, mainland China, Hong Kong, and Taiwan have accounted for more than 90% of Macao's tourism. These casino integrated resorts must advertise additional services such as entertainment, restaurants, and shopping in order to attract people for the gaming sector. Customer involvement is a difficult task to define. Brodie et al. (2011) emphasized the need to investigate the conceptual underpinnings of customer engagement and differentiate it from other "related relational notions" such as online brand engagement, customer engagement behaviour, and customer brand engagement. Customer engagement on social media, according to our study, is a psychological condition that results from collaborative and co-creative customer experiences.



FINDINGS

This study found that entertainment and promotional rewards had significant direct effects on consumption intention. Social media dependency did affect directly not only consumption intention but also sharing intention. Customer engagement on SMA mediated the effects of two SMA features (entertainment and promotional rewards) and one feature of SMA viewers (social media dependency) on consumption intention. As to extraneous variables, neither age nor gender significantly influenced consumer behavioural intention.

METHODOLOGY

The authors collected data from 300 Chinese-speaking visitors of Macao's casino integrated resorts through a face-to-face survey. The hypotheses derived from the conceptual model were tested through two-stage structural equation modelling. The authors considered age and gender as control variables.

i. Data Collection

The questionnaire survey covered both weekdays and weekends to obtain an all-around sample. The participants were intercepted by trained interviewers when they walked out from a casino integrated resort. The self-administered questionnaire was only delivered to the visitors who had SMA-reviewing experience. We distributed 400 questionnaires from which we obtained 300 valid ones in a three-week data collection period.

ii. Data Analysis

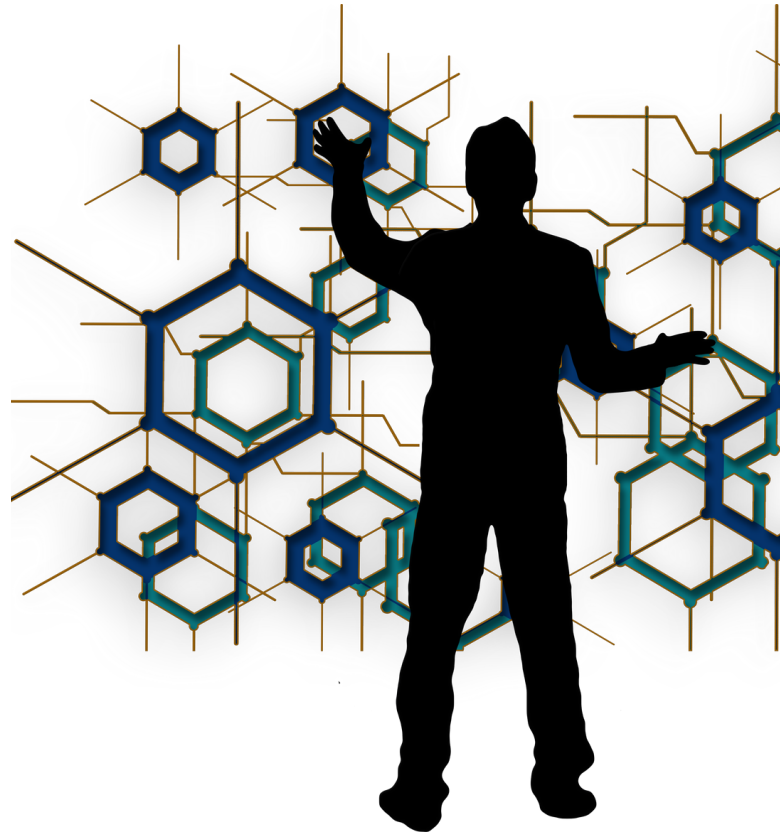
The descriptive statistics, correlation analysis and Cronbach's α analysis were performed through Statistical Product and Service Solutions (SPSS), and analysis of a moment structures (AMOS) was used to implement the two-stage structural equation modeling (SEM). To evaluate the common method variance, they conducted Harman's single factor test (Podsakoff et al., 2003). The single factor variance was 40.76%, which was no more than the commonly accepted threshold of 50%, indicating that the common method variance was not a significant threat.

RECOMMENDATIONS

As a communication tool, social media has taken on a significant role. People use social media to connect with other people and businesses all around the world. Businesses may increase brand recognition and assist customers get more familiar with their products. Every business's goal is to influence behaviour of customers which is including their sharing intention. This is because the content that is shared on social media introduces your brand to a huge percentage of the audience. If company do not have a social media presence for company brand, they are missing out on a huge chance to influence their customers' purchasing decisions. You may encourage more people to share their content by including a call-to-action at the bottom of it. Requesting that readers share your information on social media improves the chance of more social sharing significantly.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

Federal records are believed to include social media postings and electronic messages relevant to the conduct of agency business. All Federal documents, regardless of medium or format, must be appropriately managed by agencies, which includes evaluating if a current disposal authority applicable. Certain social media records may be non-permanent, short-term, or long-term in retention. Some dispositions, on the other hand, may be permanent, necessitating the preservation of records until they are eventually transferred to the archives.



CONCLUSION

This research may help marketing managers better design and implement SMA campaigns in this booming information era. One key implication is that social media dependency was validated as the most critical impact on SMA's customer engagement and consumer behavioral intention.

SOCIAL MEDIA USE AND VALUE CREATION IN THE DIGITAL LANDSCAPE: A DYNAMIC CAPABILITIES PERSPECTIVE

SHARIFAH RAMIEZAH BINTI WAN ZA'ABA

MS Suriani Jack

INTRODUCTION

The way enterprises and customers engage and exchange value has changed as a result of digitalization. While increased digitalization provides benefits for businesses, it also poses substantial obstacles. Managers encounter complicated and fast changing markets, but lack the specialised knowledge required to comprehend these changes and cope with them.

STATEMENT OF PROBLEMS

Firms produce actual value by developing these dynamic talents, which translates into improved organizational performance. In today's digital context, social media platforms are revolutionizing the way businesses interact with their customers, opening up a new universe of possibilities for bettering client connections. This is the first empirical study to look at how hotels use Social Media technologies to generate IT-based capabilities and how these dynamic capabilities produce commercial value in today's digital world. The findings show how combining Social Media with Organizational Readiness leads to the development of Social CRM and Customer Engagement capabilities, allowing for value creation through enhanced Organizational Performance.

OBJECTIVES

To examines the specific process through which Social Media use translates into better performance and the capabilities involved in this process, using a dynamic capabilities perspective.

LITERATURE REVIEW

On previous research has made significant efforts to conceptualize the Social Media phenomenon, the internal antecedents of its use, as well as its specific impact on firm capabilities and value creation, remain unexplored (Foltean et al, 2019; Wang and Kim, 2017). Assuming that one of the main challenges firms face in today's digital landscape is determining the true impact of Social Media use on their performance (Foltean et al, 2019; Leeflang et al, 2014), the goal of this study is to investigate this phenomenon empirically.

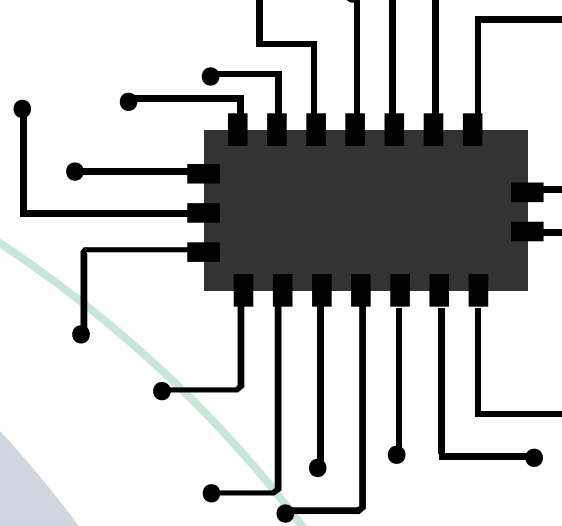
METHODOLOGY

i. Data collection

Researchers conducted a pilot study to collect qualitative feedback on Social Media use in this sector to assess the validity of our proposed model. First, researchers interviewed general managers, academics, and consultants who were knowledgeable about these strategic variables in order to clarify several aspects of their survey instrument and incorporate suggestions from interviewees. Researchers developed an initial structured questionnaire for the study based on existing literature and the knowledge gained from these qualitative interviews. The questionnaire was then completed by twelve hotel general managers. Researchers modified and refined some items prior to final survey administration based on their feedback and analysis of the pilot data.

FINDINGS

The findings indicate that social media use has no significant direct impact on organizational performance. Rather, the findings confirm the role of Social CRM and Customer Engagement capabilities in mediating the value creation process



RECOMMENDATIONS

Social CRM Capabilities, which are based on customer knowledge management, enable businesses to personalize their offerings in order to respond to changing customer needs. In turn, Social CRM Capabilities improve Customer Engagement Capabilities by involving customers in collaborative conversations that promote WOM behaviors and recommendations. Firms create real value by developing these dynamic capabilities, which translates into improved organizational performance. In fact, because the direct impact of Social Media use on performance was not significant, our findings support the critical role of two specific capabilities (Social CRM and Customer Engagement) in the effective mediation of the process of creating value through Social Media use. These tools must be used as instruments to improve firm capabilities, which will lead to improved firm performance

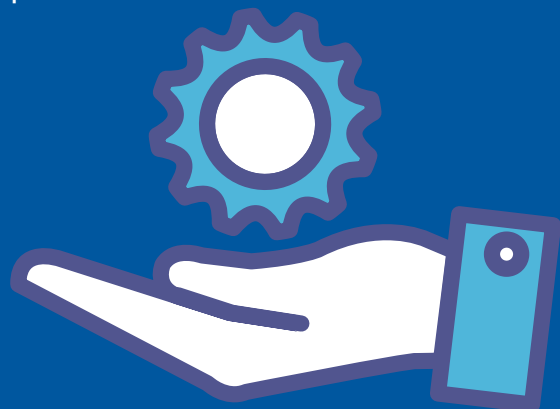


CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

Initiatives in Customer Relationship Management (CRM) aided in the development of new hotel services. This aided in the development of customer linking capabilities based on customer data, resulting in improved customer performance. By integrating company document management system and CRM, employee can get all of the information from the centralized database into business CRM. Staff can now serve customers more quickly because all customer data is in one place. This type of integration also enables the employees to easily share files via the system. There is logged data of file work done, which aids in tracking the status of customer queries and completing tasks based on prior

CONCLUSION

To outline recent breakthroughs in the literature on this topic, as well as recent evidence of the influence of Social Media use on business performance in various industries and countries, as well as the primary theoretical foundations and constructs employed in recent empirical investigations of the phenomena.



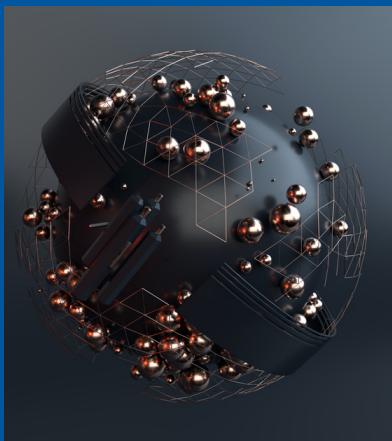


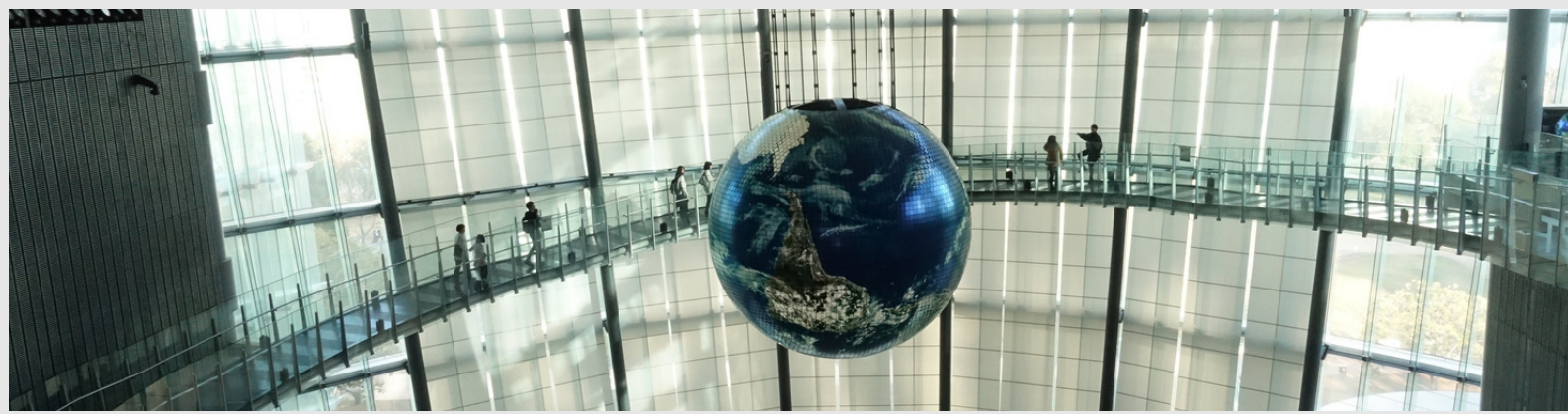
CHAPTER 5 *SOCIAL MEDIA IN* *MODERN BUSINESS*

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INTRODUCTION

We chose this article because it demonstrates how social media may assist businesses in reaching new clients. Web-based training, team-based projects, delivery of updates about plans and activities to workers, search for new offerings, and confirmation of information during staff recruiting are all new areas where organization may use social media. This study compares several Internet growth phase classifications. Social media infiltrated the corporate sphere as well, allowing organizations to create fan pages and upload news, images, and videos, mostly for image-building purposes. However, over time, businesses began to recognize the unique benefits of web connection with consumers, as well as the use of this technology to expand their product/service offering and engage customers in new product/service creation and testing. As this communication channel becomes more popular among the younger generation, organizations may more readily reach out to new clients (particularly young ones). Web-based training, team-based projects, delivery of updates about plans and activities to employees, search for new offerings, and information verification during staff recruiting are new areas where organizations may use social media.





Objectives

- The goal of this article is to spot emerging trends in the use of social media to boost the performance of modern businesses.
- To expand their product/service offering and include consumers in the creation and implementation of innovative products/services.

Statement of Problems

This research investigates the implications of the semantic web in a new environment, as well as the consequences of information extraction from social media.

Literature Review

This article is the outcome of multiple external article references in this article; the researcher discusses the relevance of using social media in modern business. The usage of semantic analysis, according to the author, is largely utilized to adjust the goods supplied to the demands of the users. There is no disputing that social media is a vital platform that should not be overlooked as a means of exchanging information and marketing activities. Social media is a natural setting for obtaining, developing, and exchanging information for more information.

Methodology

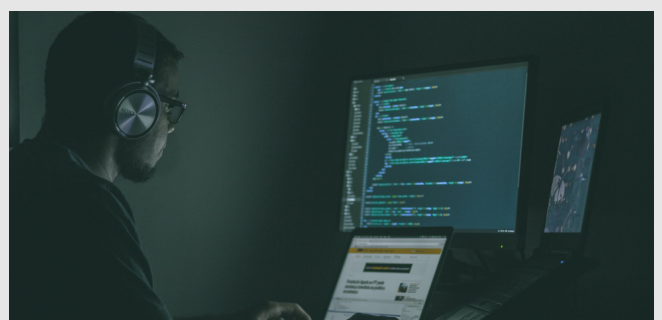
The suitable method to be used for research are qualitative method. To fulfil this research, there are several methods that be used:

i. Data Collection

The establishment of a new function that uses semantic analysis of communications posted in the virtual domain, most notably in social media, is a qualitative distinction.

ii. Data Analysis

The use of semantic tools may potentially be linked to information exclusion. This article also examines the implications of the semantic web in a new environment, as well as the impact of information extraction from social media.





Findings

The researcher is interested in the social media discoveries that assist businesses in reaching out to new clients. Web-based training, team-based projects, dissemination of updates about plans and activities to workers, search for new offerings, and information verification during staff recruiting are all new areas where businesses may use social media.

The outcomes are as follows:

- As previously mentioned, social media cannot be overlooked as a conduit for information sharing and marketing activities, particularly among younger generations of customers. For them, social media is a natural environment for sourcing, creating, and exchanging information.
- Based on a review of prior searches and messages made online, which might represent individual preferences, this information could be beneficial and assist in meeting a demand. Another issue worth mentioning is information exclusion. Such exclusion may be caused by overly advanced semantic analysis, which prohibits access to numerous fields of information. Data in the context of certain utterances and other online activity is taken into consideration by semantic tools built for data stream profiling.

Recommendations

For business partners, social media gives a chance to share a range of resources, thoughts, and recommendations. It's also a fantastic resource for learning about consumer preferences. To tailor the variety of products and services supplied, semantic tools are used to characterize regions of consumer interest. On the one hand, this assists firms in bringing their items to potential consumers and providing answers to consumer inquiries, according to the authors. On the other side, the findings of semantic analysis may limit access to material that extends beyond the previously specified circle of topics of interest. As a result, due to a shortage of access to information streams detected and deactivated by semantic tools, this might lead to information exclusion.





Contribution to Business Record Management

Nowadays, social media assists businesses in reaching out to new clients. Web-based training, team-based projects, distributing updates on development and planning to employees, discovering different offerings, and verifying information during recruiting are all new areas where organizations may use social media. Furthermore, social media infiltrates the corporate sphere unannounced, allowing corporations to create fan pages and upload news, images, and videos, mostly for the sake of image development. Companies began to recognize the unique benefits of web connection with consumers, as well as the use of these technologies to improve product/service ranges and include customers in the creation and evaluation of new products/services, over time.



CHAPTER 6 |



EXAMINING THE IMPACT OF LUXURY BRAND'S SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT_ USING BIG DATA ANALYTICS AND NATURAL LANGUAGE PROCESSING

INTRODUCTION

This article was chosen because big data was utilized to examine the influence of luxury brand social media marketing activities on customer engagement. This study studied the impact of luxury brand social media activities concentrating on entertainment aspects, engagement, trends, and adaption on customer loyalty with brand-related social media materials. The usage of social media in the business industry is growing increasingly popular since it provides numerous benefits and readily draws the interest of buyers both outside and inside the country. As a result, the usage of social media delivers several advantages and benefits to a company, manufacturing, and business.

OBJECTIVES

- i. The effectiveness of a luxury brand's social media marketing operations on consumer involvement is investigated using big data in this study.
- ii. This research explores the impact of a luxury brand's social media activities concentrating on the aspects of entertainment, interaction, trendiness, and personalization on customer loyalty with brand-related social media material.

STATEMENT OF PROBLEMS

- i. Investigates the influence of a luxury brand's social media marketing initiatives on consumer engagement using big data.



LITERATURE REVIEW

The value of luxury brand social media marketing efforts on client involvement is investigated using big data in this study. This study explores the impact of concentrating on entertainment, interaction, trends, and adaptive features of luxury brand social media activities on consumer engagement with brand-related social media material, employing adual viewpoint of customer engagement. The author of this post concentrates on the entertainment elements of luxury companies, as well as connections and social media marketing trends, as well as initiatives to greatly increase client involvement, while ignoring the personalization component. These results have significant implications for luxury firms' social media marketing design, distribution, and management in order to gain customer with social media content.



METHODOLOGY

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

i. Data Collection

- To investigate the influence of luxury businesses' social media marketing operations on consumer engagement, researchers used Twitter as a source of big data. For example, from July 2012 to June 2017, a total of 3.78 million tweets were gathered utilizing a mix of specialized web-crawling techniques and registered access to Twitter's API (Application Programming Interface). Researchers combine quantitative data (such as Retweets, Favorites, and Responses) with qualitative data that has gone through many steps of transformation into quantitative data.

ii. Data Analysis

- Researchers applied the Java programming language and JSON parsers to extract field 7 information from the raw tweets retrieved via Twitter API in a specific data format called JavaScript Object Notation (JSON). Researchers also used a number of NLP techniques to quantify the unstructured data.

RECOMMENDATIONS

In the previous ten years, luxury businesses have greatly boosted their usage of social media, recognizing the critical role that social media plays in customer interaction and luxury consumers' purchase decisions. Increase the use of social media as a platform to promote luxury items such as Facebook and even Instagram.

FINDINGS

Researchers want to know the effectiveness of luxury brand social media marketing operations on consumer engagement have been investigated using big data in this study and researchers want to explore the impact of luxury brand social media activities focusing on entertainment aspects, interaction, trends, and personalizing customer loyalty with brand related social media materials.

- This study used big data to investigate the influence of luxury brand social media marketing activities on client engagement, with an emphasis on the aspects of entertainment, interaction, trendy, and personalization.
- The findings have significant implications for luxury firms' social media marketing design, distribution, and management in order to engage customers with social media posts.

CONTRIBUTION TO BUSINESS MANAGEMENT

Nowadays, social media is not only utilized for personal purposes, but it is also an essential commercial tool. In the business sector, this platform has a significant beneficial influence on a company's ability to develop through advertising, selling, and recruiting new clients. For 8 example, this article examined the impact of luxury brand social media activities focusing on entertainment, interaction, trend, and personalization aspects on customer loyalty with brand-related social media materials, as well as the effectiveness of luxury brand social media marketing operations on consumer engagement.

CHAPTER 7: THE WRONG ROAD TAKEN: SOCIAL MEDIA CONTENT, SELF-AUTHENTICATION AND MISAPPLICATION OF THE BUSINESS RECORDS RULE

INTRODUCTION

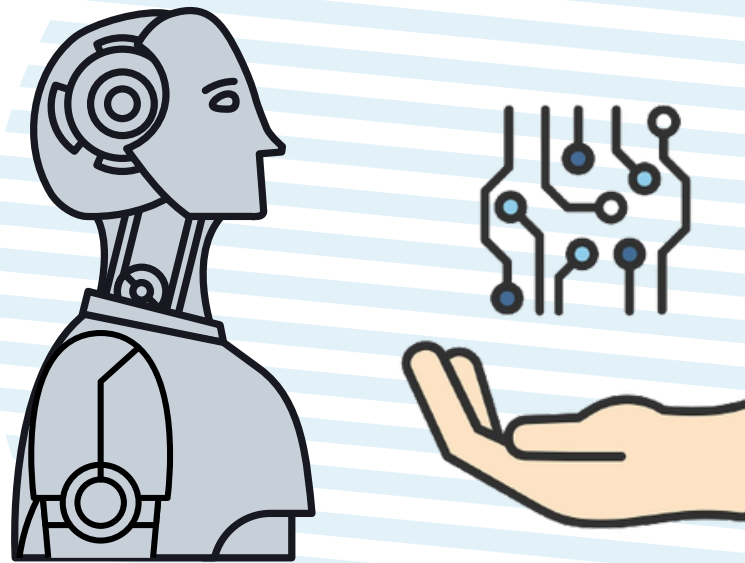
The reason why we choose this article is because this article shows a few set of rules of handling the business records in the social media. The article also explained on what contents that will violates the use of social media. Self-authentication and misapplication of business records rule were also mentioned in the article. It is also to show the truth of some contents in the social media.

STATEMENTS OF PROBLEM

Based on the article analysis, there are few problems mentioned in the article. Self-authentication under the business records rule for allowing computer-stored social media content is often a bad strategy, according to the author, because it misses the correlative link between relevance and authenticity. Next, it is also mentioned that social media communications and other content seem to create type of authentication problems.

OBJECTIVES

- i. To investigate whether courts are accurately determining admissibility, with an emphasis on the correct and improper outcomes when computer-stored social network content is submitted as self-authenticating under the business records rule.
- ii. To describe why applying that criterion incorrectly to computer-stored social media content frequently violates the underlying requirements required to maintain content's integrity and reliability.
- iii. To show the truth of its contents and once user-generated social media content is supplied, the conclusion is reached.



LITERATURE REVIEW

This research article's sources spanned the years of 1972 to 2021. Most of the references were based on the title of business records rule. The author used few journal articles to support their research. By first studying the basic requirements of Rules 901 and 902, and then by reviewing Laws 803(6) and 902 of the new business records rules, the author reviewed articles connected to social media and new business records rules (11).



FINDINGS

The findings in this article demonstrates that computer-stored social media content presented to establish the validity of a claim almost never qualifies as a business record when the content is provided by someone outside the company. This is valid because the social media user or imposter has no obligation to report or record properly, and the social media platform does not depend on the veracity of the information in its usual business operations. As a result, applying the business record rule to user-generated social media content misses the crucial relationship between applicability and authentication, and abandons our objective of ensuring trustworthy and true evidence.

RECOMMENDATIONS

The author recommendations in this article are mostly about the relevancy and the authenticity of postings in the social media. The author then says that the acceptance of ESI has been defined as requiring the resolution of five evidential "hurdles." The two most important evidential hurdles or standards in this piece are relevance and authenticity. Making admissibility findings for social media content requires careful consideration of their intimate link, as well as effective application of the business record rule. According to the author, however, if the information provided is important, the evidence must also be proven to be authentic before it can be admitted. Also, the author recommended about authenticity, because the actual tendency of an item of evidence to show or refute a truth of relevance depends on the evidence being what it is stated to be, authenticity is intimately linked to relevancy.

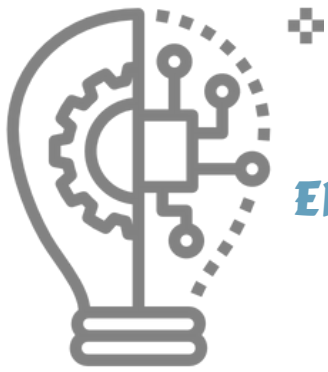
CONCLUSION

To conclude, computer-stored social media content submitted to demonstrate the veracity of the claim almost never qualifies as a business record when the content is provided by someone outside the company. This claim is correct because it is the responsibility of the social media user (or imposter) to publish or record accurate information, and the social media platform does not rely on the accuracy of the information when conducting its routine commercial operations.



CONTRIBUTION TO RECORDS MANAGEMENT

By applying to the business record rules that have been mentioned, self-authentication makes attaining admissibility easier and less expensive, but it does not lessen the criterion for admissibility. At the end of the day, a "proponent must show sufficient evidence to support a conclusion that the item is what the proponent asserts it is. Only if the proponent provides adequate foundation to support a reasonable conclusion that the evidence given is authentic is it properly authenticated. The rules applied for these records also can be evidence in the future as it contains information and particular details. As a result, applying the business record rule to consumer social media activity overlooks the crucial relationship between relevancy and authentication, and abandons the objective of ensuring reliable and true data.



SOCIAL PRESENCE AND CUSTOMER BRAND ENGAGEMENT ON FACEBOOK BRAND PAGES.

JEZREEL MEGGIDDO DIAM
MS Suriani Jack

INTRODUCTION

This paper studies the relationship between PSP and CBE in a corporate Facebook environment, providing insights into how PSP influences CBE, which can enhance the customer's brand experience and contribute to brand perceptions.

OBJECTIVES

- i. To increase Customer Brand Engagement (CBE) in brand communities to enhance the brand experience.
- ii. To examine manager and user views of CBE and effects of Perceived Social Presence (PSP) on CBE in a corporate Facebook environment.

STATEMENT OF PROBLEMS

The research is not sufficiently expanded, and the generalization of the conclusions is constrained by the availability of data collected at a given area, as well as views and perspectives. In this context, future research could be expanded by conducting research in multiple locations and activity sectors to determine the importance of consumer, company, and social factors in forecasting social media brand engagement and related outcomes such as competitiveness, profitable growth, brand recognition, and purchasing intention. This is due to the fact that businesses and brands are developing multiple marketing applications and investing significant resources to connect with their customers on social media in order to develop loyal customers and purchasing intention. However, there is a scarcity of data on how social media affects brand loyalty and purchasing intentions.

LITERATURE REVIEW

Facebook brand pages may help spread brand recognition, particularly through regular word-of-mouth. One of the primary goals of a brand community is to increase client loyalty. The term "loyalty" refers to a person's "behavioural purpose to buy a certain brand of product and to urge others to do the same." The three pillars of brand trust are awareness, recognition, and knowledge. To reduce uncertainty, customers frequently opt to depend on well-known and trusted brands. Because of the inherent ambiguity in the modern consumer environment, brand trust is a critical problem. In the context of the social media brand community, research is not very common or conclusive. A brand community is a collection of people who are linked together by their shared love of a certain brand. Integration with the brand community can help it communicate information more quickly and impact community members' behaviour (Muniz and Schau, 2005). Customer involvement is the most significant part of marketing managers' social media initiatives. The relationship between consumer engagement and other relevant dimensions is poorly understood. Marketing academia is only now starting to offer advice on how businesses may utilize social media into their marketing communication strategies. CBE is made up of three elements: trust, commitment, and customer satisfaction. According to some study, trust is a result of customer interaction in virtual brand communities. When highly engaged customers acquire shared knowledge and information, CBE can emerge.

METHODOLOGY

Qualitative in-depth interviews are conducted with 18 users of corporate Facebook – i.e., those who visit corporate Facebook regularly – and four marketing managers whose companies operate Facebook pages. The industry is smart-information technology devices, and the cultural context is Thailand.

i. Data Collection

Judgment sampling was used to select initial user respondents, who were recruited via snowball sampling starting from a few contacts.

ii. Data Analysis

This research uses qualitative in-depth interviews. Small-sample qualitative research clearly cannot "prove" the model implied by the propositions in the way that large-sample quantitative data can statistically test formal hypotheses.

FINDINGS

Corporate Facebook sites with high SP functions foster customer engagement on cognitive, emotional, and behavioural levels. PSP enhances product knowledge and encourages return page visits. Thus, CBE and PSP build brand trust and loyalty. However, managers may need to focus more on the nature of the brand community beyond the corporate Facebook page.



RECOMMENDATIONS

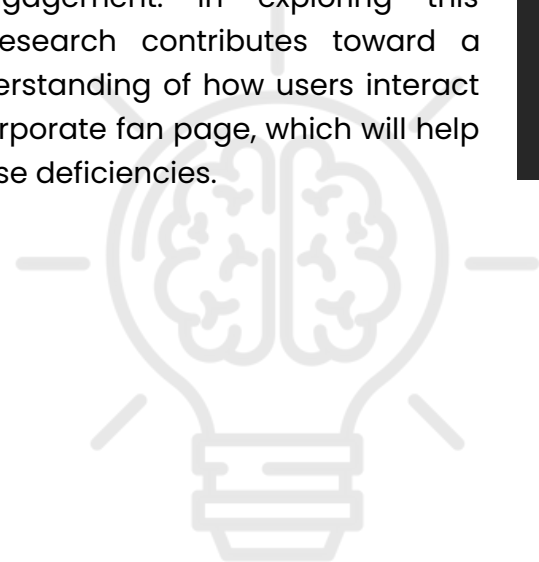
All of business interactions with customers, whether online and offline, are referred to as customer engagement. Customers should, in concept, feel and act favorably toward your brand as a result of such interactions which help in building brand trust and loyalty. To validate and generalize the findings, large-sample survey research will be required. When applied to various industrial contexts – such as food, fashion, or services – and to customers with different levels of experience, the findings may vary. Users of a business fan page may have more expertise with the product and social media than many other customers. Future research should seek to extrapolate the current findings to other customer groups and Facebook page scenarios. Other than that, businesses can use conversational marketing to their advantage. Customers' expectations are rising in line with the sophistication of digital marketing. The notion of a 9-to-5 store is no longer applicable. Customers want and expect to be able to communicate with brands and businesses whenever it is convenient for them. If a customer purchases an item online at 12 a.m. and has a difficulty with the payment process, they want it resolved as soon as possible. Some businesses cannot guarantee that level of engagement at all hours of the day, which is where conversational marketing solutions like chat bots come in handy. Chat bots are automated chat services that surface on the internet to assist customers with their interactions with a brand. They are built on artificial intelligence technologies that can imitate human communication patterns and provide realistic engagement experiences. Even if the customer is aware that they are conversing with a bot, they will not be bothered provided the communication process is efficient. What important is that the customer is cared for, which leads to engagement.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

A Facebook profile may help business in a variety of ways. One of the benefits of Facebook for business is, it is provided basic information about the business. The Facebook profile is a location where you may promote your brand, address, and phone number, as well as a brief description of your products and services. One may also talk about the employees, the company's history, or any other part of the business that is likely to interest other Facebook users.

CONCLUSION

As social media technology increases, marketers aim to engage customers in online brand communities to enhance the customer brand experience. One key to doing this well is knowing how to manage the customer relationship through social media engagement. In exploring this concept, research contributes toward a better understanding of how users interact with the corporate fan page, which will help reduce these deficiencies.



HOW TRUST MODERATES SOCIAL MEDIA ENGAGEMENT AND BRAND EQUITY



SHARIFAH RAMIEZAH BINTI WAN ZA'ABA

MS Suriani Jack

INTRODUCTION

Social media offers consumers with an online "soapbox" through which they can disseminate and advertise their personal product and service ratings. This type of behavior is especially important among young customers, whose brand selections are significantly affected by their peers and friends.

OBJECTIVES

- i. To develop and measure customer engagement scale in context to social media (SM)
- ii. To elucidate the variables that impact customers' brand engagement on SM and its impact in building customer-based brand equity
- iii. To examine the moderating role of trust in SM brand engagement and brand equity relationship



METHODOLOGY

i. Data analysis

The data were collected from 767 SM users working in multinational corporations of Gurgaon city, using purposive sampling technique. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were undertaken to analyze the data.

ii. Data collection

A total of 816 respondents gave usable responses to an online survey conducted by the Indian Institute of Technology, Gurugram (ITG).

STATEMENT OF PROBLEM

To capture Gen Y's attention, a strong emphasis on personal and product-based information is required. All four elements of customer-based brand equity are highly influenced by both societal and consumer-based variables. The study lends factual credence to the premise that social media involvement has a substantial influence on customer-based companies. According to the report, Gen Y's participation in social media sites such as Facebook, Twitter, and Instagram boost their chance of sharing and creating content about businesses. This can improve customer-based brand equity by increasing brand awareness, image, attitude,



LITERATURE REVIEW

A comprehensive theory on SM engagement is yet to emerge. Hollebeek et al. (2014) posited that "engagement" reflects a motivational state which occurs by virtue of an individual's interactive experiences with a particular object or agent, which is a key for many online offerings. The literature considered SM brand management as a multi-dimensional concept from different perspectives. The study argues that among various conceptualizations, hedonic, utilitarian and social dimensions given by Abdul Ghani and Algesheimer are quite relevant to understand the behavioral motivation for engaging customers on SM.

FINDINGS

The paper outcomes indicated SM brand engagement as a bi dimensional construct comprising information interest and personal interest. Both social factors and consumer-based factors significantly influence customers' SM brand engagement. Specifically, results depicted that tie-strength and social identity (social factors); and opportunity seeking and product selection (consumer-based factors) strongly influence customers' SM brand engagement in comparison to other factors.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

Individuals, corporations, and the government have all increased their use of social media (SM). Social media posts made or received by a public servant while performing their duties constitute proof of government business. They chronicle the activities of public officials and should be kept as a record for accountability and transparency. As a result, it influence of this engagement on brand equity generation, with trust acting as a moderating variable.

RECOMMENDATIONS

In the future, it may be useful to investigate how brand equity works. Second, the study is confined to Generation Y. Investigating how old and young consumers interact with strategic implications of customers interactions on SM related to brands, future research can SM brand engagement and its consequences, such as value co-creation, brand equity, and electronic brands across different SM platforms should be considered in the future. Furthermore, an Indian sample was employed in this study. Hence, results must be generalized in the future. Financial, privacy, performance, and physical danger can also be explored.

CONCLUSION

The relationship between SM brand engagement and brand equity is investigated, with trust serving as a moderating element. In the future, the effect of other moderating factors such as perceived risk and gender can be examined. The research is the first to investigate the function of trust as a moderator.

Social Media and Customer Relationship Management Technologies: Influencing Buyer-Seller Information Exchanges

Wellace Bayang anak Gerunsin

MS Suriani Jack



Introduction

We chose this article because it demonstrates how business-to-business salespeople employ various types of sales technology to fulfil their boundary-spanning tasks. Effective information flow between customers and sellers is critical to the success of salespeople. Effective information flow between customers and sellers is critical to the success of salespeople. Buyers are a valuable source of market information for vendors. Furthermore, contact between buyers and sellers via information technology is continually improving. Social media and customer relationship management (CRM) technologies enable two-way information exchanges between buyers and sellers, providing an extra lever for value co-creation.

Objectives

- Investigates how business-to-business salespeople utilize various types of sales technology to fulfil their boundary-spanning jobs.
- To put to the test a model that looks at how salespeople utilize CRM and social media platforms differently to enhance competitor intelligence gathering, product communication, and buyer information exchange.



Statement of Problems

This study states there are problems in this article that are related to:

- The implications in managerial.
- The salesperson faces a challenge, they must ensure their activities create an opportunity for the buyer to share information.

Literature Review

The researchers' study focused on how business-to-business salespeople utilize various types of sales technology to accomplish their cross-border tasks. This study employs social exchange theory and task technology suitability theory to test a model that investigates how salespeople use customer relationship management (CRM) and social media technologies in different ways to support competitive information gathering, product information communication, and buyer information sharing. The findings of this study show that social media and CRM technology both favorably affect the interchange of buyer-seller information; however, each technology takes a distinct path to permit the flow of information between buyers and sellers.





Methodology

The suitable method to be used for research are questionnaires method. To fulfil this research, there are several methods that be used:

i. Data Collection

A list of buyers served by each salesperson was requested from the sales organization. The purchasers that were polled were picked at random. The randomly picked customer from each set of purchasers was approached to complete the questionnaire. The purchasers were contacted, and the study's academic goal was stated. The customer was advised that the information gathered would not be used to evaluate the salesperson's performance.

ii. Data Analysis

Seller and buyer questionnaires were evaluated on two distinct groups of sellers and buyers prior to gathering data for this study. Researchers did pre-tests to ensure that the statements and questions we utilized were clear and applicable.



Findings

Researchers want to discover how B2B salespeople utilize different types of sales technology to satisfy their needs. To permit the sharing of information between seller purchases, each system uses a distinct path.



Recommendations

- First, our findings show that a more comprehensive understanding of the salesperson's usage of sales technology and the activities he or she is attempting to do is required. Our findings reveal that various types of sales technology enable salespeople to do varied tasks in positions that span their boundaries. As the use of social media for competitive intelligence gathering expands and customer relationship management platforms become more capable of communicating product information, salespeople will be required to be skilled in both technologies.
- With the ability to share a variety of products, ideas, and suggestions with friends, social media is a particularly rich source of information about consumer preferences. To personalize the variety of products and services supplied, semantic technologies are employed to outline consumers' regions of interest. On the one hand, this enables businesses to introduce their products to potential customers and respond to their inquiries (even before such questions are actually asked). Mobile devices allow consumers to easily geolocate themselves, and as a result, they become a source of additional information about their prospective requirements.

Contributions

In this era of globalization, good information flow among buyers and sellers is critical to salespeople's success. For sellers, buyers are the major source of market intelligence. Furthermore, information technology continues to advance at a rapid pace, allowing buyers and sellers to communicate with one another. Social media and customer relationship management (CRM) technologies promote the two-way flow of information between buyers and sellers while also providing extra power for shared value generation. As a result, a manager should advocate for the use of both technological applications in the sales force.

Conclusion

In conclusion, social media is a platform of social interaction that involves a new branch of communication that results from a familiar communication environment. Social media is an interactive tool that can attract the attention of others to see and identify information about something. Social media has become a "trend" and a medium for promoting sales items and business-related marketing elements. Furthermore, social media is becoming the easiest and cheapest marketing medium nowadays. The social media approach is becoming phenomenal and important to the business environment. Therefore, the presence and existence of organizations on social media platforms is a necessity in this digital age as this allows them to connect more closely with the audience. In fact, these media can help in enhancing marketing efforts, public relations, publicity, and other forms of external communication.

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