

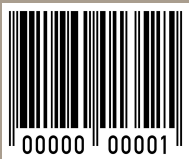
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ARTICLE REVIEW

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Editor's Note

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

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

TASHA ANAK PETER
SURIANI JACK



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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.

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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.

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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.

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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

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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

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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.