

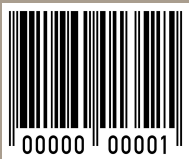
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ARTICLE REVIEW

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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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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.

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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

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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.

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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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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.

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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.



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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.

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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 to 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.



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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.