ARTICLE REVIEW

CHAPTERS IN BOOK

ISSUE 01
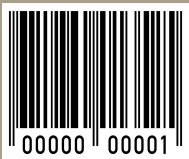
MANAGEMENT OF BUSINESS RECORDS (IMR 652)

presents

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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INTRODUCTION

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.

VIVIANA AWING EPOI

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.

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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.

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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.

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

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).

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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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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)

VIVIANA AWING EPOI

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.

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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.