



ARTICLE REVIEW

CHAPTERS IN BOOK

vol.1

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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".

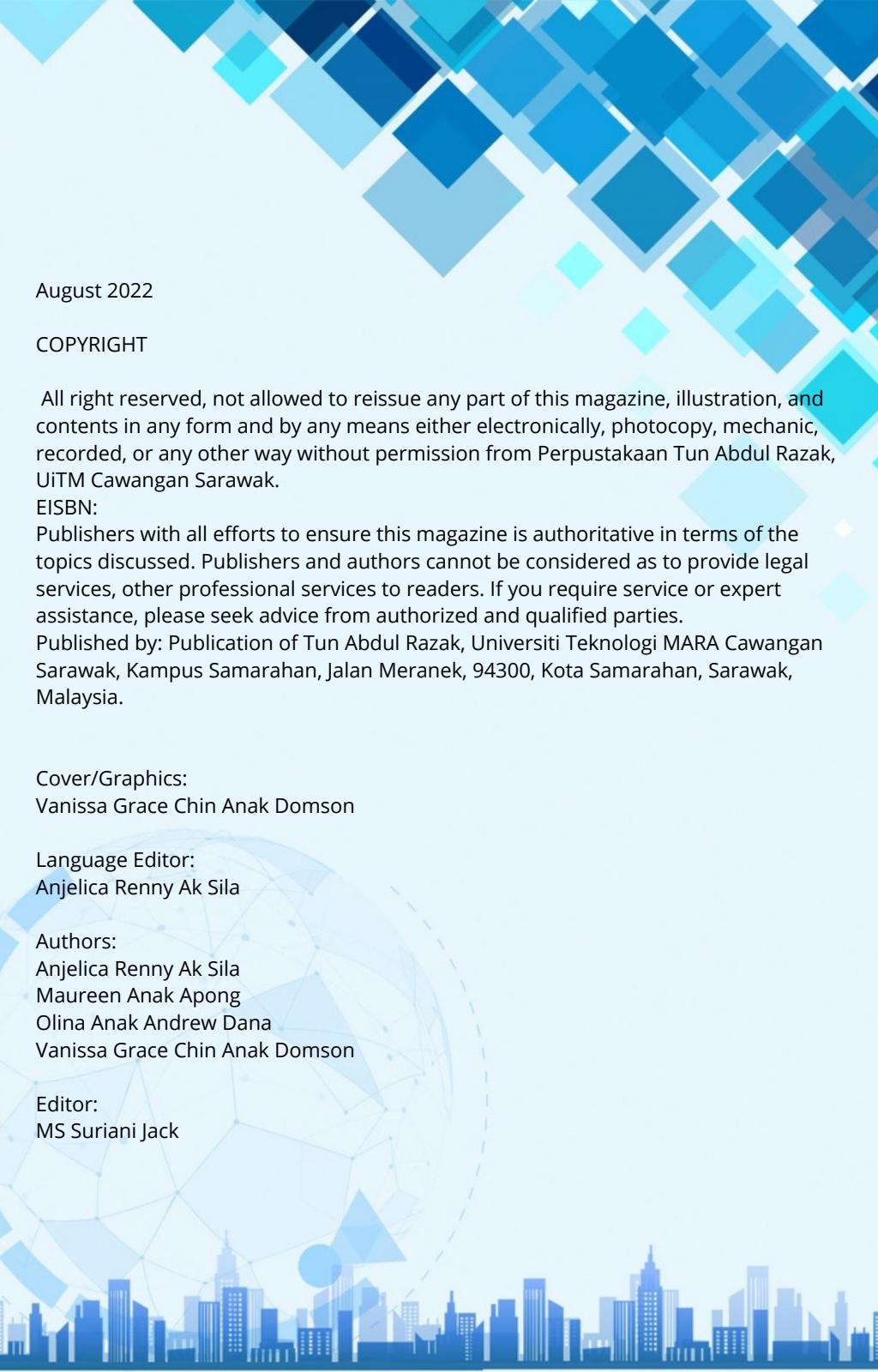
The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

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.

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,
MS Suriani Jack
Chief Editor



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SOCIAL MEDIA MARKETING AND BUSINESS SUCCESS OF AUTOMOBILE DEALERS IN RIVERS STATE

Maureen Anak Apong

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As we know, social media is one of the platforms for business success, which can help gain income. As for this article, the automobile dealers in Rivers State have discovered that Facebook, Twitter, and YouTube significantly influence their sales growth. This is because one hundred and forty-three respondents have answered the tool spearman rank order questionnaire, which has a relationship with social media platforms.

Based on the article, the author has stated that the product can be presented with qualitative features and promotional tools. Still, the matters in the comments on social media that they left can cause business losses. Besides, by having that kind of comment, it would make other buyers though the same thing and would not get support from them. This could be why social media marketing is so challenging to marketers.

This article is about social media marketing and business success of automobile dealers in Rivers State by N. Gladson Nwokah and Felix Lebete Aeenee. This research has been established on December 19, 2017 which from Department of Marketing by Faculty of Management Science. From the article, the authors have shown the statistic and their analysis on how social media really helping them thru the business era. Besides, the social media such as Facebook, Twitter and YouTube have increased their level of business success.

The methodology for this research article is Data Analysis. The authors used the Spearman rank-order correlation tools for data analysis at a 95% confidence interval. By having this kind of data, they can cover the hypotheses of H₀ to H₁₀, bivariate and using all formulated in the null form. Other than that, they also used Data Collection. In this research, there is 32 article that the authors have used to find out how soc media can be the main platform for successful automobile businesses. Each of the articles has helped them gain different strategies to make their automobile business more well-known and trusted.

Based on the article's findings, there is a significant relationship between Facebook and sales growth, market share, and profitability of automobile car dealers in Rivers State. Next, a significant relationship exists between Twitter and sales growth, market share, and profitability of automobile car dealers in Rivers State. Lastly, a significant relationship exists between YouTube and sales growth, market share, and profitability of automobile car dealers in Rivers State.

This article's primary purpose is to establish the relationship between social media empirically. Therefore, for social media, they should advertise all the details that are needed for easy patronage promotion of the products. Other than that, the automobile car dealers should adopt new ideas so that they can make more exciting advertising. Next, as social media can be effective in how it works on marketing strategy, the automobile car dealers should choose one of the most suitable social sites to grow their business and quickly make it for customers to get their needs.

Nowadays, social media is important for people to look up to daily. Therefore, this method helps them keep track of sales growth, market share, and profit. Furthermore, as we know, business record management is where people keep track of their past and present work, so it would make their job easier in case something happens to their paperwork.