

# MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW

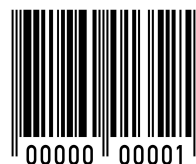


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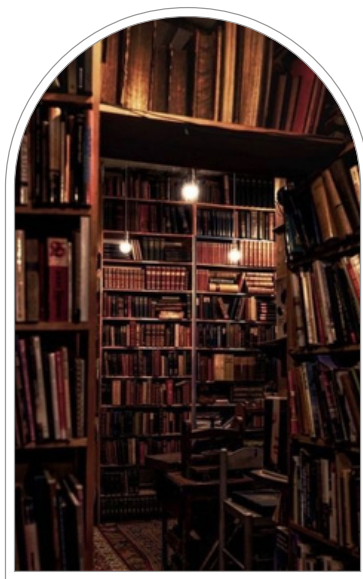
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**MANAGEMENT OF BUSINESS RECORDS  
(IMR 652)**

**CHAPTERS IN BOOK**

**ARTICLE REVIEW**



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# ***Editor's Note***

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**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!



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# THE USE OF SOCIAL MEDIA IN SALES : INDIVIDUAL ORGANIZATIONAL ANTECEDENTS AND THE ROLE OF CUSTOMER ENGAGEMENT

AZRA HANNANI  
BINTI ADNI

SURIANI JACK

## INTRODUCTION

Social media usage among customers has greatly increased. With an average daily time spent on social media sites of 121.18 minutes in 2012—an increase of 37% from the year before—people spent more time there than on any other type of website. Researchers are driven by this tendency to learn how to use social media to sway consumer preferences, purchases, and word-of-mouth recommendations. Additionally, academics have researched how to use social media to interact with customers and enhance their experience as well as the essential components of a social media marketing strategy.

However, additional study is required to fully understand how social media is used in business-to-business (B2B) marketing and sales in particular. It is acknowledged that contemporary selling calls for the application of technological capabilities, such as social media platforms, and how it impacts salesperson roles, buyer-seller relationships, and the sales organisation. In reality, however, B2B companies are just beginning to investigate the use of social media and still know very little about its primary forces and effects.

*The Use of Social Media in Sales :  
Individual Organizational Antecedents  
and The Role of Customer Engagement*

# THE USE OF SOCIAL MEDIA IN SALES : INDIVIDUAL ORGANIZATIONAL ANTECEDENTS AND THE ROLE OF CUSTOMER ENGAGEMENT

## OBJECTIVES

To contribute to this emerging literature by proposing and testing a model of social media usage in sales. To elaborate on how these person and situation antecedents relate, through moderation and mediation analyses.

## STATEMENT OF PROBLEMS

This research problem is a cross-section. Some in application of social exchange theory would look at dynamic nature, individuals and environments, and causality issues. Then there's the risk of a common method bias, even if the author took the necessary precautions. However, future research may employ different methodologies, such as sales organisation goal indicators. To succeed in this path, you must focus on one or two social media.

## LITERATURE REVIEW

The sources for this research article ranged from 1951 to 2015. We used journal articles. This assignment shows that social networking may help personal selling and sales management, particularly in the business to business sector. This research article examines individual, organisational, and customer-related aspects while using interactional psychology theory. Evidence of synergistic effects between individual competence and commitment is revealed, but not at the organisational level.



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## METHODOLOGY

### 1. Sample and Data Collection

The article target group was sales executives in the USA. The study sample frame was created using the Sales Management Association (Atlanta, USA) database and Survey Monkey. Respondents were contacted via email and invited to complete an English-language online survey. We chose 220 sales executives from various companies. The survey got 43.7 percent of responses. We used Armstrong and Overton's (1977) extrapolation technique to test for non-response bias.

### 2. Measurement of the Constructs

In order to get access to its sales executive database, the Sales Management Association required practitioners to use scales specific to various social media platforms they wanted to test. Since formative measures could be combined into an index for each of the studied characteristics, we focused on creating them. The elements were agreed upon by a panel of experts from the Sales Management Association and its members. In this project, there used formative measurement best practises. This was suggested by the EFA because all second factor eigenvalues were less than 1. Author also obtained values of 0.673 for individual competence in social media, 0.850 for organizational competence and 0.725 for commitment to social media. Social media usage in sales is measured on a scale of 0–10, with social media intensity as the dependent variable.



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## FINDINGS

This is another very important finding, because it shows how important customers are as social influencers for supplier companies, and how important organisational factors are for the sales organisation to use social media to connect with customers. This is an interesting result, because even though individual competence doesn't have a big impact on social media use, it can help sales executives be more committed to social media. The goal of this study was to come up with and test a model for how people use social media in sales, and to figure out how important individual, organisational, and customer-related factors are.

Most of the time, social media is used in sales because the supplier company has a lot of experience and knowledge about using social media. Author also found that the effect of customer engagement on social media use in sales is partly mediated by individual and organisational factors. After customer engagement with social media, individual and organisational commitment are the next two factors that are important.

## CONCLUSION

In conclusion, The literature on social media in sales has been both conceptual and empirical, and it has looked at social media usage from the perspectives of four different units of analysis. In the process of identifying the drivers and effects of social media activity, the salesperson, the supplier firm, and the customer are all important players.





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However, because the sales organisation or function has been around for a long time, this study adds to the body of knowledge by addressing a critical gap. Author also would like to point up several limitations in this study. Which is author mentioned this research limiting the person elements of interactional theory to competence and commitment, which appears logical and feasible for this research, but ignores other possible elements such as social media's perceived value or ease of use, both of which have been studied under the technology acceptance framework.

Similarly, author said that only include customer engagement as a situation aspect, which, while it appears to be the most essential feature in the B2B selling context, may not be sufficient to represent the wider concept of situation from an interactionist standpoint. Another circumstance component to examine is the usage of social media by competitors, as well as other environmental factors. In addition, it's a good help for federal managers who want to use social media to connect with citizens while meeting the law's requirement to keep historical records for future generations. The report's ideas and suggested strategies can be used by a lot of people.

