

MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW

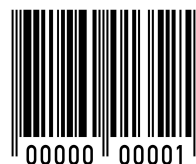


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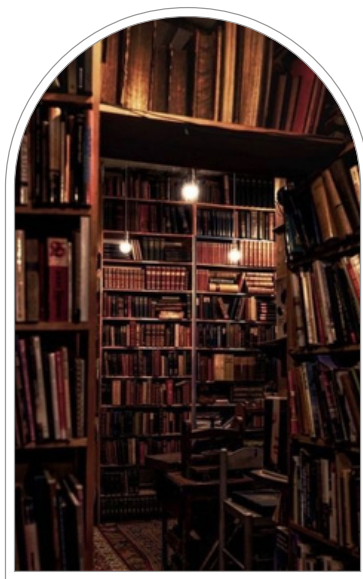
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**MANAGEMENT OF BUSINESS RECORDS
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CHAPTERS IN BOOK

ARTICLE REVIEW



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Editor's Note

Ms. Suriani Jack
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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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DIMENSIONS OF SOCIAL MEDIA MARKETING CAPABILITIES AND THEIR CONTRIBUTION TO BUSINESS PERFORMANCE OF FIRMS IN THAILAND

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INTRODUCTION

Generally, this article discusses about social media marketing initiatives that have been implemented by small medium enterprises (SMEs) especially in Thailand in which customers can engage in the dissemination of information via social media sites. Social media gives lots of opportunities to business entities where marketers may use social media marketing to raise brand recognition, exchange expertise and information, attract and keep consumers, launch low-cost promotions, and engage with customers in interactive ways. In this article also, the author mentioned that most of the SMEs not only in Thailand tend to be unsuccessful in adopting the social media marketing initiatives because of several reasons and one of them is because of a lack of understanding of the opportunities provided by social media.

Besides, the author of this article also stresses about the five dimensions of spanning capabilities of Day's strategic framework, which is a comprehensive framework that has been widely used in marketing research. In addition, this article conducted to see if companies in Thailand with a high level of social media marketing capabilities in these five areas had better results in two areas: customer relationship performance and financial performance.

Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand

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OBJECTIVES

There are three main objectives of this article. First is to explore the contribution of social media marketing capability on business performance of firms in Thailand. Second objective is to examine and measure the conceptualization of social media marketing capabilities by using five aspects of the spanning capabilities of Day's strategic framework especially for their performance in specific aspects such as financial performance as well as customer relationship performance. The third objective is to scrutinize if distinct characteristics of capabilities tend to explain two aspects of performance in different ways

STATEMENT OF PROBLEMS

Based on the article, the researchers mentioned that many firms especially the small and medium enterprises (SMEs) in Thailand tend to be unsuccessful while implementing the marketing initiatives through social media platforms although these platforms provide ample opportunities for both customers and the firm itself. The researchers did highlight some existing studies from previous researchers which mentioned that most of the SMEs in Thailand were struggling to adapt to social media marketing due to lack of well-defined plan, having issues with technology, and lack of awareness of the potential presented by social media and how to exploit those social media platforms. Hence, many enterprises expressed their difficulty in controlling their image since most of the customers can easily share their opinions on a variety of social media channels or platforms, especially when they are dissatisfied with products or services that has been offered by those firms.



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LITERATURE REVIEW

This research paper was using sources of references from the year 1978 – 2017. From the research paper, some references are from previous journal articles by previous researchers. In this article, the researchers focused more on various aspects of social media marketing capabilities for both customers and business organizations.

Basically, some previous research usually focused on three dimensions of capabilities while the present research proposes five dimensions of capabilities. Besides, researchers also stated that current e-marketing research highlights customer connection or relationship and financial performance as outcomes related with business capabilities. This study defines social media marketing competency as a company's ability to use social media platforms to support marketing operations, ease customer contact or communication between both parties, and, ultimately, provide value for customers that leads to improved business performance.

For instance, there are studies from other researchers that made a comparison between each country such as India, China, Hong Kong, and Malaysia as well. Hence, the author also highlighted the performance outcomes or effects of social media marketing capabilities on performance that consists of customer relationship and financial performance.



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METHODOLOGY

The fitted method used in this research is a quantitative method. The information was gathered from entrepreneurs who attended the Ministry of Commerce's seminars and training courses. Since there was no official list of Thailand companies selling products via social media, convenience sampling was utilized to collect the sample.

1. SAMPLE SELECTION AND DATA COLLECTION

Since there was no official list of Thai companies selling items via social media, convenience sampling was utilized to collect the sample. Entrepreneurs who attended seminars and training courses hosted by the Ministry of Commerce provided data. They were pre-screened to ensure that the sample was legitimate by asking if they sell items through social media channels or utilise social media as a marketing strategy. Therefore, only companies that did these things on social media were chosen. There are 697 entrepreneurs qualified and data was collected using a self-administered questionnaire survey approach.

2. MEASUREMENT

There are a few methods to measure the capabilities. Since there were no scales to assess social media marketing capacity in the research, each facet of social media marketing capabilities was measured using existing marketing capabilities scales. The question statements were changed to make them more relevant to social media marketing.



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All social media capabilities such as pricing, product development, marketing communication, planning, as well as marketing implementation capabilities were rated on a five-point Likert scale. (1 strongly disagree – 5 strongly agree).

A limited number of responders took part in a pre-test, and the results were positive. Exploratory factor analysis (EFA) was performed after the actual data collection. The results for factor loadings need to be at least 0.3 (based on varimax orthogonal method)

FINDINGS

Partial Least Square (PLS) analysis revealed that the five variables or dimensions of social media marketing capabilities tended to link to two aspects of company performance in distinct ways. The findings show that social media product development capabilities and social media marketing implementation capabilities are strongly related to social media product creation capabilities and social media marketing execution competence. The favourable impact of these two capacities components on both elements of business performance has significant ramifications

1. The findings revealed that social media product creation skills and social media marketing implementation capability are related to customer relationship performance and financial performance in a favourable and substantial way.



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2. Only customer relationship performance was shown to have a significant positive link with social media marketing communication capability, whereas financial performance was found to have a substantial positive association with social media planning capability.

3. However, no evidence of a significant association between social media pricing competence and two dimensions of company success was found in the investigation. The explanation for this unsupported finding might be due to the potential that items offered on social media have comparable pricing, making price competition difficult for enterprises selling on social media. Furthermore, because pricing of items sold through social media may readily be compared, businesses may not be able to establish prices that are distinct from their rivals. The findings are consistent with previous marketing research that has underlined the importance of marketing capabilities that businesses must acquire in order to achieve a competitive edge over their competitors.



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CONCLUSION

To summarize the whole article, the author highlighted some important points such as the social media marketing initiative implemented by SMEs in Thailand and the data collected from the study can be used and applied by any other Asian countries to make a comparison especially on the business performance. This article also stresses more on the five dimensions of capabilities that help the business entities to increase their value and enhance relationships with customers.

All these five dimensions were rated by entrepreneurs that have attended the seminar and training courses that was organized by the Ministry of Commerce in Thailand. The results and findings in this article showed that only customer relationship performance was shown to have a significant positive link with social media marketing communication capability, whereas financial performance was found to have a substantial positive association with social media planning capability.

