MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW

EDITOR:

SURIANI JACK

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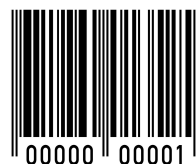
MANAGEMENT OF BUSINESS RECORDS (IMR 652)

CHAPTERS IN BOOK

ARTICLE REVIEW

EISBN:

AUTHORS:

AERICA JANE
AZRA HANNANI BINTI ADNI
NURUN NASUHA
RACHEL CINDY CHUNDANG

EDITORS:

SURIANI JACK

Editor's Note

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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INTRODUCTION

In this new modern era, social media has become one of the platforms which is a technological advancement that is being slowly adapted by an organization worldwide. According to an online poll, about 60 percent of consumers do online research on products or brands through social networking websites. Through this platform, it can help an organization to approach a wider audience and avoid various obstacles such as the distance, time, accessibility and availability. Social media has proven that the use of the internet is widely embraced by all communities by connecting people in many ways. The implementation of social networking has become the new march in doing business. An individual can generate and exchange ideas, interests, information and other kinds of expression via interactive computer platforms by using the online networks and communities. Meanwhile, the purpose of this study is to determine the influence of social media from the business organization perspective. It focuses on discovering the benefits, disadvantages of utilizing social media in business as well as the risks involved

OBJECTIVES

The article has stated an objective which is to recognize the effect of the social media in term of business organizations, to identify the element that play significant role within the option of social media especially in business development, to figure the advantages, disadvantages, and hazards of online platform in business and to study how an association effectively coordinated social media into business

STATEMENT OF PROBLEMS

In this article, it has stated that there are few problems driven by the impact of social media in business. The article mentioned that the disadvantages and risks of social media are presented in this paper. The following risks and disadvantages have engaged the media social in business operation. According to the author, the interview mails form has not yet been done due to insufficient time. Through observation and a thorough literature view, majority of the businesses use a combination of social media and traditional to interacting with their clients.

LITERATURE REVIEW

Studies have shown that the evolution of social media application in social media is increasing in business organizations. A doctoral student's research which comes from the United States mentioned that the company's management must establish a relevant organizational potential to assure that the social media integration process is successful and the core purpose such as promoting, public relations, customer serves and marking can be improved.

IMPACT OF SOCIAL MEDIA APPLICATION IN BUSINESS ORGANIZATIONS

One of the researchers emphasized the impact of social media marketing and strategies which assists in interfacing themselves with social networking sites which currently an individual can remain far yet connected. The author even highlights features and the rise of social media which include the significant social networking existence throughout the 21st century. According to the Indian researcher, the majority of the organization utilizes a blend of traditional and social media to reach out to their clients.

On "The Effect of Social Media Usage of Organization", the researcher observed by the interview with top corporations and reported that the qualitative technique was utilised to discover the characteristics that influence social media usage as well as its impacts on organizations.   A study of research that conducted by students from New York University has stated that promotional activities paired with characteristics allowing the explicit or implicit of endorsement on social media platform outcome in statistically significant positive abnormal returns on the subject of new followers for the respective brands

METHODOLOGY

This study is a descriptive study that employs a qualitative method and relies on secondary data gathered from observations in online social media programs and tools as well as interview forms distributed to business development managers. There are several methods that use to fulfill this research

The data in this article will be analyzed to determine the advantages and disadvantages of social media applications in business organizations. In this article, in order to discover the impact of social media usage in organization, an interview was conducted, and a qualitative method was used. The data was collected between October 2011 and February 2012.

FINDINGS

Based on the article, the research finding has reported that roughly 60 percent of shoppers who conduct product research online learnt about a merchant or brand through social media. Other than that, the critical use of social media for other businesses is to maintain the track of the organization's competitive position by allocating the importance of market information and statistics about the industry as a whole. The article examines the impact of social media in business organizations by focusing the competitive advantage on organization engagement in social media. The finding results of this article also figure out which social media applications are commonly used in business

RECOMMENDATIONS

The author indicates that social media also promotes the exchange of knowledge and skills, resulting in speeding up innovation and development of new goods based on consumer input and recommendations. Despite there being many good elements to influence social media in business, organizations must nevertheless consider some of the risks and disadvantages in order to be efficient.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

In this modern era, social media has the potential to be a successful platform for business record management. Social media applications can be very useful in a variety of business activities which can enhance their business. It is very essential for record management to access the data that have been retrieved from the business.

The impact of social media in business is significant where it can contribute knowledge in the areas of business growth, management and record keeping. Not only that, the awareness result on the impact of social media platforms can help the community to use it effectively in business organization.

IMPACT OF SOCIAL MEDIA APPLICATION IN BUSINESS ORGANIZATIONS

The outcome of the impact such as the advantages, disadvantages and the risks factors in using social media platforms can produce a well known image for an organization as well as boost the brand awareness in business. Nowadays, many organizations choose social media platforms as a key to promoting their brand and an ability to reach more consumers through social networking.

CONCLUSION

To conclude this study, the researcher addressed the variables and primary components as well as the benefits and disadvantages of utilizing media social in operating a business development and performance. The use of social media applications has proven that it helps a business in promoting brands or products that will engage them with their client and also satisfy their customer needs.

Nowadays, many businesses have use media application tools as one of the strategies to enhance their brand awareness toward the customers. This study has concluded some of the advantages, disadvantages and risk of social media so that a business can avoid any problems and ensure their online image harmonizes with their brand image.

MANAGEMENT OF SOCIAL MEDIA RECORDS AT THE UNIVERSITY OF SCIENCE TECHNOLOGY IN ZIMBABWE

RACHEL CINDY CHUNDANG

SURIANI JACK

RACHEL CINDY
CHUNDANG

INTRODUCTION

Recently, social media plays an important role in many universities around the world, especially for marketing strategies. The study has shown that the community utilizes the common social media such as Twitter, Instagram and Facebook to approach each other. The author also mentioned that individuals and governments are actively participating in social media records management in universities. According to Rastogi (2014), new alternatives have developed in social media platforms such as interacting, cooperation and commitment between diverse organizations, both within and multiple stakeholders for many years.

Based on the study of this article, Facebook is the social media platform that recorded the highest number of users by individuals and business entities. Chaffey 2019 also mentioned that Facebook has indicated that 65 million of businesses have created a Facebook page where 88 percent of this organization utilize Twitter for commercials and there are more than 18 to 49 years old that used Youtube in the United States of America.

MANAGEMENT OF SOCIAL MEDIA RECORDS AT THE UNIVERSITY OF SCIENCE TECHNOLOGY IN ZIMBABWE

This study has proven that social media plays a vital role in digital marketing tools for business owners. The presence of social media platforms can translate a record of any texts, videos and photos just like email, social media also can produce business records or electronically stored information (ESI) as reported by Flynn (2012). International Standards Organisation defines that a record as an establishment, acceptance and maintained as evidence of information by any individual or an organization that complies with legal requirements or in business. NUST website also reveals a listing of social media structures such as Twitter, Facebook, Instagram and Flickr where the university maintains their existence. As a conclusion, these social media platforms are utilized by the Department of Communication and Marketing in order to enlighten people and advertise the university brand.

OBJECTIVES

To analyse how Zimbabwe's National University of Science and Technology (NUST) conduct its social media-generated records stated it existence on social media platforms and the rapid accumulation of such data as well as the instability of these platforms

STATEMENT OF PROBLEMS

This article has revealed some obstacle which social media has created some issues of such records, issues of authenticity of social media-generated records, accessibility of content material and intellectual belongings, accuracy of information on social media platforms according to the NARA Bulletin 2014, Doran 2015, Kentucky Government 2015, Mosweu and Ngoepe 2019. Besides, Kentucky Government 2015, mentioned that the platforms for social media are continually evolving and some have totally vanished. Failure to conduct social media records at the NUST can lead to customer service issues and terrible service delivery as resulted in other studies. The records that are kept through electronics can be vanished if there is no one that is responsible to protect the record for the organization as reported by World Bank 2000. Another researcher, Nyathi and Dewah 2017 stated that the ongoing delay in implementing the National University of Science and Technology records management does not help the matter where the social media records have possibility to lose if it is not being managed well.

LITERATURE REVIEW

National University of Science and Technology in Zimbabwe manages their record using social media platforms as official records. In NUST management, the key features of records that they need are genuineness, dependability, integrity and usability (ISO 15489- 1:2016).

This is because the characteristic must be considered in light of the fact that it can simply be removed and changed. In a digital era when social media is easily changed and edited, the concept of authenticity has become more complicated as reported by Doran 2015. In fact, the rising visibility of numerous business and government entities on social media and their usage of such platforms to collect feedback from affected stakeholders demonstrates that social media is becoming more widely used to convey official matters. Kelleher and Sweetser 2012 also stated that colleges all around the world widely utilize social media in aspects of knowledge sharing, hiring job, promoting their institution to potential students and sharing a variety of data with current students in the institutions.

The previous researcher also said that because of its low cost, widespread and rapid use, social media is considered as a practical use for institution communicators. Barnes and Lescault 2012 also added that at least one kind of social media is used by 95 percent of college admissions offices. The National Archives and Records Administration (NARA) (2017) suggests an effective open source tool or paid services to capture social media records with a variety of social media platforms. Outside the Africa continent, the studies on maintenance and management of social media-generated records also have been conducted according to Nathan and Shaffer 2012; Ginsberg 2013

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METHODOLOGY

This study has used a case study design and qualitative research approach. The data that have been collected throughout this article are gathered by face-to-face interviews, document study and content analysis. The methodology that has been chosen for this article is the best design for the National University of Science and Technology as the researcher aimed to intend a concise report. Three interviewers were purposely sampled which is Director of communication and Marketing, Registrar and The Director of Information and Communication Services. This is because they are very vital to the key offices within the University that have a direct impact on social media utilization, conservation, generation and preservation at National University of Science and Technology.

The researchers that conduct the case study use a variety of data collection approaches and multiple methodologies. To undergo this research, it is important to seek permission from the Registrar of the NUST. This includes the implementation of the research at the university and making a clear instruction to the participants regarding the purpose of the study before distributing copies of interview guides and asking the respondents for informed consent before participating in the study. However, 12 questions were prepared by the researcher in an interview and the appointments were made before communicating with the interviewees'.

FINDINGS

The results of this article are presented in seven section are the Acknowledgement of Social media generated information as an official record at NUST, The social media platforms that used by National University of Science and Technology, The responsibility for the generation, publication and control of social media records, The NUST faced social media records management problems, Social media records and NUST's records management policy, The capture and preservation of social media records which is the best practices and NUST maintain control and authenticity of social media generated records.

The aim of the study is to see whether NUST is able to recognize content created on social media as official documents or records. In this section, interviews will be conducted and interviewees will be questioned whether NUST recognises social media content as official records created in institutions of business activities. The following posts by current and prospective students can come up with valuable feedback that will lead to an efficient service delivery

The interviewees will be asked to determine the NUST's social media channels and why they were used. As a result from respondents, the NUST utilize social media channels as proven by its website. It is important to note that the NUST's failure to use mainstream social media platforms as cited by the interviewee is cause for concern. The NUST information post is in line with how colleges commonly use 8 social networking platforms to disseminate information about their research and inventions, sharing vital information in emergency situations, promoting variety institution to prospective students as well as to stay in touch with their present students about any problems they might be having as mentioned by Rusell 2017.

The comments that were given by the respondent were determined to be consistent with the NUST Communication Policy which specifies that the Vice Chancellor generally speaks through the Director of Communication and Marketing. The Communication and Marketing Office also assigned social media records control. In this research finding, one of the study's goals was to figure out what records management difficulties that the NUST is dealing with in terms of social media records. The respondents were questioned to name any records management issues that has encountered as a result of its social media presence and how these issues had been managed to date.

Another goal for this research was to see how NUST records management policy deals with social media generated records. Interviewees' were asked for their thoughts on how NUST records management policy handles difficulties with social media records. Interviewees were asked to identify any best practices employed for the capture and maintenance of the NUST's social media generated records. According to Szwejczewski 2011, a best practice is a method for improving the performance of a process, product, service, business unit or an entire organization that has been proved to produce a superior performance.

The study's six goal was to determine what techniques the National University of Science and Technology uses to assure the legitimacy of social media records. The NUST also deserve praise for centralising the uploading of social media content which helps in ensuring the accuracy of the social media generated.

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RECOMMENDATIONS

The study concluded the recommendations in the view of findings and conclusions. The NUST's present records management policy may be revised to include social media records management. According to the report, NUST must appoint a multi-disciplinary group with competence in social media records management including the Information Technology Specialists and Records Managers. Another recommendation also the NUST must develop a policy for social media application and administration of social media records which identify the social media platforms, the universities applicable for social media uploading and records.

These regulations in place would provide a significant guideline for the creation and handling of social media records and clarify who is responsible for specific procedures. The NUST also need to recommend a viable records management unit which is a records centre or registry. Short courses in record management also are recommended to be introduced at NUST to address trends that arise as a result of the use of numerous technologies.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

This article has shown that social media has become a new approach in contributing to record business management within various organizations. The presence of social media platforms proves that record business management is very important in business entities especially in record keeping.

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MANAGEMENT OF SOCIAL MEDIA RECORDS AT THE UNIVERSITY OF SCIENCE TECHNOLOGY IN ZIMBABWE

Social media records are considered as one of the electronic records that consist of elements of reliability, authenticity, dependability and usability where this record can be manipulated and deleted. Not only that, social media records management develops a new concept for the best method in business for the community. Another contribution to records business management is the social media generated are recognised as the official record. In this aspect, any organization can use social media platforms as it can generate records. In conclusion, social media platforms can create a new paradigm of keeping record, contribution, interaction and communication amongst the business entities.

CONCLUSION

In conclusion, this article is a study on National University of Science and Technology where it aims to discovered the management of social media-generated. In this article, NUST has recognises social media updated as one of the record or an evidence by live streaming on Youtube. Not only that, the NUST continue to confront issues in managing social media generated records according to this report. The study also concluded that there was a lack of understanding and empathy for these problems. Despite, the NUST records management policy was in the state of inaudible about social media records management. This study also mentioned that NUST did not obey the best practises in term of social media

AZRA HANNANI BINTI ADNI

SURIANI JACK

AZRA HANNANI BINTI ADNI

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

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

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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.

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

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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.

The Use of Social Media in Sales :
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and The Role of Customer Engagement

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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.

HOW FEDERAL AGENCIES CAN EFFECTIVELY MANAGE RECORDS CREATED USING NEW SOCIAL MEDIA TOOLS

AZRA HANNANI BINTI ADNI

SURIANI JACK

INTRODUCTION

The Obama administration has increased its use of Web 2.0 social media platforms to connect with individuals and engage them with government since taking office in January 2009. Numerous agencies have established social media teams and are keen to test out well-known commercial platforms like Twitter, Facebook, and YouTube. This has, produced a conundrum with regard to adherence to federal regulations governing the preservation and storage of official government records.

In fact, this conundrum has made some organizations reluctant to fully embrace the social media revolution. So that, The numerous problems that this study identifies are not all resolved. However, it is a helpful manual for federal managers looking to engage citizens on social media while also adhering to the law's need to keep historical records for future generations. The report's recommendations for action and key insights are widely applicable.

AZRA HANNANI BINTI ADNI

OBJECTIVES

1. To realize the distinctive properties or characteristics of records that come from the usage of social media, and the issues that they provide.
2. To understand the record management issues and the change in the fundamental nature of information brought about by social media.

STATEMENT OF PROBLEMS

In terms of how to maintain records produced by social media sites, federal agencies have essentially been on their own. In addition, because of this traditionally decentralised approach, some agencies have outright banned the use of social media, while others have quickly welcomed it while ignoring the possible records management issues.

However, this has created a difficulty about compliance with federal rules pertaining to the preservation and storage of official government documents. In reality, in some organisations, this problem would in a reluctance to fully engage in the social media revolution.

LITERATURE REVIEW

The sources for this research article ranged from 1951 to 2015. We used journal articles as references from the research article. This article addresses that with the age of social media, the issues of federal recordkeeping.

HOW FEDERAL AGENCIES CAN EFFECTIVELY MANAGE RECORDS CREATED USING NEW SOCIAL MEDIA TOOLS

The author highlights how agency records managers struggle to keep up with the information revolution, as well as the historical progression of how records management and information technology have been both integrated and yet separated in many agencies by "silos." To solve these concerns, the author cites governance, policy, technological, and capacity challenges. The author also gives a set of best practises based on interviews with dozens of records managers, Web masters, and social media managers across the federal government.

METHODOLOGY

It took a look at federal agency websites and social media offerings, looked at literature about social media and records management, and talked to government employees who were in charge of social media and those who looked after agency records to get the data for this report

FINDINGS

This report doesn't discuss about all of the many issues that were brought up in this study. If government managers want to use social media to connect with people but also keep historical records for future generations, this advice is still good. Recommendations from the report can be used in many different situations.

CONCLUSION

As a conclusion, measuring social media engagement is crucial because it tells you how well your content is resonating with your audience. Your customers will have a stronger bond with your brand if you have a higher level of social media participation. It also provides you with a measurable metric to use to track your progress over time. Based on this article, the author has given a recommendation to transform record management for a social media world. The author has given some recommendations. Firstly, in terms of governance recommendation the author proposes to improve the importance and effect of records management initiatives across the federal government, a position of Chief Records Officer should be created. Whereas, in terms of policy recommendations is if the Chief Records Officer wants to learn more about records management in the Web 2.0 world, he or she should set up a group with people from both the government and the private sector. The group should look into the need for a new, simpler definition of a record and the development of a standard core records management taxonomy that, when combined with user-generated tags, would make it easier for the government and private sector to find and retrieve information. In terms of technology, author recommend that records management solutions and the costs of records management needs should be integrated.

DIMENSIONS OF SOCIAL MEDIA MARKETING CAPABILITIES AND THEIR CONTRIBUTION TO BUSINESS PERFORMANCE OF FIRMS IN THAILAND

NURUN NASUHA BINTI MAHMUD
SURIANI JACK

NURUN NASUHA BINTI MAHMUD

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.

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.

DIMENSIONS OF SOCIAL MEDIA MARKETING CAPABILITIES AND THEIR CONTRIBUTION TO BUSINESS PERFORMANCE OF FIRMS IN THAILAND

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.

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.

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.

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.

SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (S-CRM) AMONG SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN MALAYSIA

NURUN NASUHA BINTI MAHMUD

SURIANI JACK

NURUN NASUHA BINTI MAHMUD

INTRODUCTION

Basically, this article focused on the interaction and relationship among small and medium-sized enterprises (SMEs) own by Muslim community with their customers especially in Malaysia. Besides, this article highlighted some benefits and advantage of social relationship management (s-CRM) performance by the business entities especially those who are owned by the Muslim people. The construction of s-CRM is critical to improving business performance and sustaining in the marketplace, as it has substantial implications in marketing, customer care, and sales departments of SMEs.

OBJECTIVES

In this article, there are two main objectives that have been highlighted by the author. First is to investigate the advantages of social customer relationship management (s-CRM) performance from the eyes of Muslim-owned SMEs in Malaysia and next is to examine the role of s-CRM within SMEs sector

STATEMENT OF PROBLEMS

Based on the article, the researchers stated that in this highly competitive corporate environment, the fast growth of social technologies has significantly altered the e-business landscape where this situation forced many companies, especially the small medium enterprises (SMEs) , to seek and increase customer engagement while keeping current clients. As a result of this massive change, businesses, particularly SMEs, must work harder to cultivate customer loyalty while maintaining current client relationships in order to stay in business. E-commerce has been considered as a catalyst and an innovation that may strengthen SMEs entrepreneurial traits in many established and developing nations, including Malaysia. Therefore, the necessity to link CRM to SMEs emerges because Sarosa (2012) identified SMEs as one of the most important contributors to economic growth in the development of a country. Furthermore, SMEs are one of the fastest-growing industries in most nations, particularly in emerging countries, and their significance cannot be overlooked.

LITERATURE REVIEW

This research paper was using sources of references from the year 1988 — 2017. From the research paper, some of the references are from the journal articles. The author in this article mentioned Social CRM (s-CRM) is a new strategy that understands that customers have strong feelings about connections handled through social media. In this article, the researchers focused more on how managing the customer information, such as the customer database, adoption of ICT methods, and consumer perceived values, may affect the performance benefit of s-CRM.

SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (S-CRM) AMONG SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN MALAYSIA

Apart from that, this article discussed some frequently used social media platforms such as Twitter, YouTube, Facebook, LinkedIn and Integra which have been classified as likely s-CRM tools. Hence, the characteristics of s-CRM through social media might greatly boost an organization's online visibility and SMEs' performance in the future endeavours.

METHODOLOGY

This study used a quantitative technique to build and investigate the link between the installation of s-CRM and its performance advantages, with perceived customer value serving as the mediating variable. The poll was delivered to SMEs owners/managers that attended the Halfest (Halal Fiesta Malaysia) trade fair in Kuala Lumpur in October 2015, using a convenience sample approach. The data was collected via a survey approach from 135 SMEs that attended the Halfest

The data from the questionnaire survey were analysed and organized into its categories. Because of the model's intricacy and to confirm the model based on total variance, the partial least squares (PLS) path was employed in this investigation. The automated IBM SPSS (Statistical Software Package for Social Science) software version 19 was used to code the data collected from the surveys. The data collected will be calculated using total variance.

SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (*S*-CRM) AMONG SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN MALAYSIA

FINDINGS

Researchers' findings indicate that information and communication technology (ICT) usage has both direct and indirect effects on s-CRM performance. Customer information management and s-CRM performance are linked through the perceived value of s-CRM. In this context, perceived value was discovered to be a key element in both ICT adoption and customer data management. In the current digital age, s-CRM is an important instrument for effective client management and the building of long-term connections. In today's volatile economic environment, strong customer connections promote sales, sustainability, and growth. The results reveal that maintaining customer information has only a little impact on s-performance CRM's advantages. Using SMNs to manage client information allows organisations to get access to customer databases and recover information for business purposes.

RECOMMENDATION

The aim of this research is to ensure that all firms need to adapt and enforce their social customer relationship management. For future research, Researchers might study the possibility of other relevant aspects which would ultimately aid in the creation of a more refined s-CRM technique. Identifying the problems faced by SMEs in implementing s-CRM, value co-creation techniques, and ways to improve the s-CRM system architecture or procedures are some of the appropriate recommendations that might be considered. Hence, this existing study and any other data collected from this study can be used by other firms not limited to the Muslim only, to ensure the performance of that company itself.

CONTRIBUTION TO BUSINESS RECORD

In this fast-paced digital world, the use of social media especially in marketing is beneficial to both firms and customers because of their mobility features and the versatility of mobile devices. In addition, CRM has been critical in maintaining strong relationships and interactions with existing and potential customers. Electronic CRM (e-CRM) has been highlighted as a new method to improve enterprises' competitiveness and industry survival, and social CRM (s-CRM) is now a new means of creating relationships with existing and prospective customers, thanks to the advancement of social media engagement.

CONCLUSION

To sum up the overall article, all the SMEs owner not only owned by the Muslim must maintain their relationship with their customers in order to sustain in business. Plus, they need to pursue to a greater extent building client commitment while maintaining their current customer to manage in the business. As for Malaysia itself, the use of technology, especially the social media platforms, they need to enforce the usage of it since it gives lots of benefits not only in maintaining customer relationship management but also enhancing the profits and growth of the firms themselves.

SYSTEMATIC MAPPINGON SOCIAL MEDIA AN ITS RELATION TO BUSINESS

AERICA JANE AK CHERANG

SURIANI JACK

AERICA JANE AK CHERANG

INTRODUCTION

The appearance of the Web 2.0 gave rise to social media, a phenomenon that changed the way how software developers and end-users started to use and view the World Wide Web. This is best exemplified by one of the characteristics of social media where its contents and applications are created and published by all typesof users, whom continuously participate in modifying (improving and/or personalize) them in a collaborative manner (Domínguez, López, & Ortega, 2016; Kaplan & Haenlein, 2010). Social media is best understood as links that connect the Inter- net with channels of instant communication where people can express thoughts and share it collectively. Moreover, authors men- tion that social media has evolved rapidly and that its growth has been spurred by communicational advances.

OBJECTIVES

In this article, there are two main objectives that have been highlighted by the author:

1. To study what is systematic mapping on social media and its relation to business
2. To investigate how is Twitter being used in decision-making process on business or marketing

STATEMENT OF PROBLEMS

Social media has influenced consume behaviour from pur- chasing information up to purchasing behaviour, such as being unsatisfied on Twitter. This has been determined by studies that analyse the patterns of internet usage (Mangold & Faulds, 2011; Ross et al., 2009), where the main differenceis that investiga-tors consider social media communication as a distinctarea of study (Hu & Kettinger, 2008; Mangold & Faulds, 2011).

Considering that the first functionof social media communication is consistent with traditional marketing that uses integrated commu- nication tools, companies can use social media to interact with their clients through the available platforms such as Facebook, Twitter, and such (Mangold & Faulds, 2011).

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LITERATURE REVIEWS

This research paper was using sources of references from the year 2005 until 2016. According to Reilly & Hynan (2014), social network like Twitter are recommended as a tool to develop a communication channel regarding corporate responsibility. According to Paniagua & Sapena (2014), movement in social network like Twitter affect prices of a company's shares and these affirm that there is a link between social network and businesses. Lastly, according to Fischer and Rueber (2014), as the maximum extension of 140 words per Tweet allows for brief information flow hence improving the perception of a company in the eyes of the consumers.

METHODOLOGY

The study uses systematic mapping of existing literature(on previous investigations) to build classifications and conduct themed-based analysis on the effects obtained from a visual map on the existing knowledge within a broader topic (Petersen et al., 2008). As previously mentioned, systematic mapping defines a process as well as a uniform structure, where published results can be categorized in a specific determined area. The objective of systematic mapping lies on classification, and is therefore directed towards a themed-based analysis and the identification of main publication forums pertaining to the topic (Petersen et al., 2008), thus allowing a proper response to generic questions such as: 'What has been done in the field X?'.

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The systematic mapping process consists of the following stages: (a) defining the investigation questions, (b) revision scope, (c) search execution, (d) selection of studies, (e) filtering the studies, (f) classification scheme, (g) data extraction and mapping process, and (h) systematic mapping. To obtain the necessary knowledge, the data will be analysed by classifying the results foundand aggregating the publication frequency within each category to determine the coverage scope of each distinct area of investigation. The application of this method-ology allows for the identification of topics where different primary studies exist to conduct systematic revisions. Furthermore, the study will also be able to identify topics where more primary stud- ies need to be conducted (Kitchenham, Budgen, & Brereton,2011).

FINDINGS

The studies on social media consider the topics of "creation of segmentation" and "Brand perception", see Fig. 5. The presence of investigations that combine these topics are still low, as one in every four has a direct relationship to marketing, only standing out in two areas, which makes us consider the possibility of developing new investigations that imply a superior development of the different online marketing tools.

An interesting reflexion that made us think of the presented work is that this methodology allows us to identify the investigations that have focused on the studiedtopic, given that the previous results presented a sample of 185 (for the period 2014−2015). Of these, only 41 were really focused on the lack of the information proposed throughout this study rigorous it should be when identifying the papers related to the topic under study, given that of the 185 that the computer system of the database delivered, only 41 really form part of the focus of the topic under study.

Although, manual review is still necessary to confirm that manuscript belongs to the topic under study. It is important to consider the limitation in these studies as they do not consider the quality of the involved works, but instead prioritize answering the research questions. It is advisable to extend the study to other databases, such as, for example, Google Scholar or SCOPUS. Expanding the databases under study could lead to new findings.

RECOMMENDATIONS

By using social media such as Twitter, the company can support the creation and development of brand oriented communities. Due to social media tools(Twitter) studies, maybe other researcher could focus more on linguistic information that allows management to take decision proposing indicators based on qualitative information.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

The tools allow the measurement of the evolution of actions between user communities and company communities. Further, future investigations should focus on applying more complex methodologies that lead to conclude relations or inferences between variables, as can be seen in models of covariance structures. Furthermore, tools allow the measurement of the evolution of actions between user communities and company communities. Another interesting methodology to further develop is text analysis, as it has been used repeatedly in various documents in the study. However, due to social media tools (specifically Twitter), studies could focus more on linguistic information that allows management to take decisions proposing indicators based on qualitative information.

CONCLUSION

Considering that it was an experimental study that focused on identifying the research areas covered by the different researchers in marketing and social networks, specifically twitter, the study presents important points where its information can contribute to Knowledge. The findings of this study show that the main methods applied were through descriptive analyses over the use of social media as a marketing tool. Nevertheless, since 2015, several studies appear to go beyond the descriptive analysis and propose social medias a main tool to solve marketing dilemmas like for example the creation of segments and Brand perceptions of products.

SYSTEMATIC MAPPINGON SOCIAL MEDIA AN ITS RELATION TO BUSINESS

In addition, there is limited research on strategic marketing dimensions through segmentation and online positioning. Along with research to evaluate the client's online experience, the evolution of an online management channel with proposed variables are crucial to understand the e-reputation that is obtained(or lost) depending how users comment online. Moreover, it can be observed that the documents with conclusions directly related to marketing or business tend to contain useful information to answer the questions proposed through- out the investigation. Nevertheless, the group "segment creation" (regardless of being an important branch for marketing), has no sufficient or qualitative investigations that answers the to the pro- posed questions.

THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

AERICA JANE AK CHERANG

SURIANI JACK

AERICA JANE AK CHERANG

INTRODUCTION

The way companies find and communicate with customers has changed dramatically as a result of social media. Due to the coming of social media, companies used to attend live shows in order to find a specific group of prospects. Unfortunately, attending such a small business conference costs about $1,000, making it extremely difficult for start-ups to reach their target audience. Social networking has changed that by allowing start-ups to instant reach a targeted audience of individuals. Changing how companies deal with their customers, Using the audience's feed to replace business cards (which sometimes end up in the trash), Making it simple for companies to have demand before approaching a prospect for something. . In the industry and trading markets, where the need to communicate and convince the public is a high priority, social media's influence and popularity are a great source.

OBJECTIVES

In this article, there are two main objectives that have been highlighted by the author:

1. To analyze people acceptance towards social media on helping businesses to grow in Malaysia.
2. To investigate the issues of social media towards business in Malaysia.

STATEMENT OF PROBLEMS

According to the analysis, nearly47% of self-employed workers or 19,677 peoplehad lost their careers. Among those who still had jobs, 35.5 percent said their income had dropped by more than 90%. If the number is applied to an actual scale, this means that out of 2.86 million self- employed workers, 1.34 million have lost their jobs and almost 540,000have seen theirpayoff drop by 90%. This is only for self-employed persons it does not apply to workers who work for a business.

Despite the fact that these are not official statistics, they can also be used to describe the current situation, according to DOSM. Self-employed people include farmers, breeders, fishermen, and others who work for themselves. This includes Mak Cik Kiah, who sells pisang goreng at a stall on her own. According to Zainul (2020) about 2.4 million Malaysians will lose their jobs due to the Covid-19 crisis.

LITERATURE REVIEW

This research paper was using sources of references from the year 2018 until 2021. According to Shaw (2018), updates on a brands's Facebook page hit 10.7% more users than current number of fans. Apart from that, according to Zainul (2020), many Malaysians will lose or already lose their jobs due to covid-19. So, many of Malaysian switch to do online job mainly using social media.

METHODOLOGY

This study employed the quantitative study approach (explanatory study) to identify the level of activeness of social media on helping businesses. According to Abdul Rauf Ridzuan et al., (2015), for sampling, by referring to sample size calculator, 32 million populations in Malaysia can be equal to 260 sample of respondents by keeping the margin of error as 5.86%, confidence interval as 95% and response distribution as 50%. The study involving 260 respondents and a structured questionnaire was used for data collection. The data was collected through a survey questionnaire made with Google forms. The method used to distribute the questionnaire is through social media such as WhatsApp messenger, Facebook and Instagram. A Likert scale was used for the respondents to answer questions relating to the activeness of social media on helping businesses.

THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

FINDINGS

Based on the results, majority of the respondents believe that social media helps businesses to grow by(M=4.62). This finding is supported with the action of a Malaysian that nowadays use social media platforms for marketing in estimated of (M=4.71) According to Harvard business review, (2014 august 1) negative feedback can easily tarnished the small business (M=3.81). Most of the respondents also believe that social media could help businesses to reach out more audience (M=4.56). According to Megan Mosley business2comunity.com (2019 February 4), social media could also increase the brand awareness and sales for the company by (M=4.46).

RECOMMENDATIONS

The author indicates that this research paper stated that Instagram, Facebook, Twitter and TikTok are the most efficient social media sites to promote the business and becoming most important advertisement platforms.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

The author indicates that social media will increase the business popularity and the business will grow faster than other platform that we can use in business. You just can ask someone to promote and share your business. Also, when someone like your business they will viral your business and everyone will know your business. Also, with social media it will save a lot of your money and with the extra money you will able to improve your business. The reason why I say this because you don't need to spent more money to make marketing for your business because using media social you just need to share the business and also you can sponsor some influencer to promote your product. Lastly, with social media business you also can communicate with your customer easily. Like when they have complained, they just can say it directly to us and we can improve it on the sport
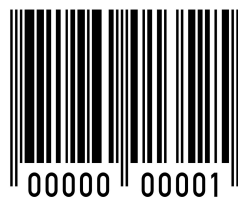
CONCLUSION

According to our research, Overall, many individuals believe that social media platforms may help businesses to grow larger in many sorts of way, but there are certain drawbacks of using social media platforms. such as criticism and bad feedback, these may cause the businesses to lost customers and trust from buying it. Besides that, these businesses can readily advertise their business and products to local consumers via social media platforms without having any issues. We believe that Instagram, Facebook, Twitter, and Tiktok are the most efficient social media sites to promote small and larger enterprises. It has been established that social media helps a lot of businesses sell their products and services on the internet these days.

It is also well known that companies can use a variety of social media platforms to apply for and advertise their products and services. People nowadays, for example, utilize Instagram, Facebook, Tiktok, and Twitter to market and advertise their items to locals. This study is about the activeness of social media in helping business. This study involves 260 respondents selected from a variegated race in Malaysia. A cross sectional survey and structured questionnaire were used for data collection. All variables measured through scale previously used by researchers. Result for the survey show Issues of social media towards business in Malaysia is high and People acceptance towards social media on helping businesses to grow in Malaysia is also high (M=4.43)

MANAGEMENT OF BUSINESS RECORDS (IMR652)

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