

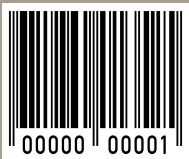
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ARTICLE REVIEW

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Editor's Note

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

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

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.



MS SURIANI JACK
Chief Editor

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

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MOBILE SOCIAL MEDIA FOR SMART GRIDS CUSTOMER ENGAGEMENT: EMERGING TRENDS AND CHALLENGES

**NUR KHALEEDA BT
MAHAMAD HALID**
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STATEMENT OF PROBLEMS

The article has many problems, there are some challenges in calculating the return on investment (ROI) in social media operations, and many businesses will make minimal investments until they have tangible proof of investment return. Different engagement techniques can be implemented; however, organizations must keep in mind that consumer behaviour is continuously changing; new apps and social platforms will spread, allowing for increased real-time personalization and participation based on client geolocation, for example. As a result, engagement initiatives must be adaptable, and results must be measured on a regular basis. Besides, Smart grid research confronts the same challenges as other new technologies (e.g., biotechnologies, nanotechnologies) in getting insight into socio-technical systems that do not yet exist. Due to the ambiguity of future technologies, it is necessary to define them for research participants.



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LITERATURE REVIEW



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This research paper uses sources of references from the year 2011 until 2015. From the research paper, references that we used were journal articles. The authors focus on the success of customer engagement in social media. More research is therefore needed to effectively manage customer engagement and grow the existing fan base (virtual community) on any brand pages, an overarching adaptable standard process, encompassing all the required best practices is necessary. According to Khattak AR (2012), the explosive proliferation of these powerful mobile technologies into almost every sphere of existence is radically shaping the way Power and utilities (P&U) communicate with customers. This research also discusses about how important is social media to customer. According to Hallmark (2015), social networks, like Twitter and Facebook, have shown to be the most effective communication method.

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METHODOLOGY

The suitable method to be used for research is theoretical framing. This research, using advanced analytics, utilities can segment their customer base to better understand their customers' attitudes toward smart grid adoption. As the P&U receives customer feedback, including customer information urges, acknowledgment messages, and feedback on interaction, she can tailor communications to build continuous relationships particularly with each consumer. Besides, understanding the context in which energy and associated equipment are used is necessary for investigating the role of end-users inside smart grids. For example, time-shifting bathing necessitates significant technology improvements to feed signals (e.g., electricity unit costs) to the user via the smart grid and associated display device, as well as the incorporation of new system information.



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DISCUSSION AND FINDINGS

The research findings are based on the ways to improve the understanding and interpretation of the benefits of records management. Handsets and other linked devices have the ability to fundamentally alter business operations. Customer involvement makes use of new tools to aid in the change process. Multiple distribution channels, including web and mobile applications, must be adapted for engagement tactics. Utilities have several opportunities to improve and enrich the lives of their customers by utilising mobile social media technologies.

Nowadays, engagement actions based on gamification are having huge attention. For 2015, a Garner report points out that 70% of the 2000 biggest companies will have some kind of gamification program.

SUGGESTION OF IMPROVEMENT

This research paper aims to highlight several aspects, such as personalization is all about making the customer feel special, which is a great way to increase loyalty and turn the customer into a brand advocate, or "prosumer." Second, exclusivity providing exclusive access, information, and offers to be devoted customers. Making a customer feel like a VIP is a great approach to make them feel connected to a company and promote it in their online and offline social circles. Next, apps for iPhone and Android are a must-have nowadays. Mobile apps provide a link with the consumer at any time and from any location, an open channel for bidirectional communication, and the ability to provide the customer the contents of each marketing activity taken.

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CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

In this new era, traditional methods of communication, such as e-mails, will be forgotten in a few years owing to the strain they put on customers, the lack of personalization, and the customer's lack of involvement in the company's relationship. Social media platforms such as Twitter and Facebook have proven to be the most effective means of communication. They can capture a connected public, create shared experiences, and keep attention and customer loyalty through all kinds of "marketing mix" strategies, such as games, promotions, and so on, when used properly, not as a way of news dissemination, but as a way of client conversation and participation, as demonstrated by the RealCapnCrunch campaign on Twitter. Furthermore, customer metrics are used to track customer loyalty changes. Also, personal identifiers to bound profiles from social media and behavior related to customer information in databases are meant to be caught by financial impact. Customer data is collected through contests and promos that ask for e-mail addresses and social media handles. Companies can simply track customers, leads, and ROI of social campaigns after the relationship has been established.



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CONCLUSION

In conclusion, electrical energy is one of the most important components of a society's economic progress. Modern nations' reasonable desires for economic progress have compelled them to maintain a constant supply of energy supplies. Consumer demands for quality and stability of generated electrical power have increased in the current setting, primarily in the context of anticipated large-scale integration of distributed renewable energy in the grid. Storage systems and disaster recovery programmes, among other things, can help to increase grid hosting capacity. By taking into consideration the total installed distributed energy, this could prevent the system from being resized. Utilities have several opportunities to ease and enrich their customers' lives by utilising mobile social media technologies. Furthermore, utilities should transition from energy suppliers to energy service advisers to maintain long-term client loyalty. Smart grids have the ability to benefit the entire value chain, but the business model needs to be re-thought.