

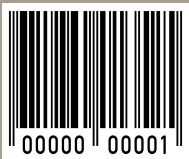
VOLUME 1/2022

4 JULY 2022

# ARTICLE REVIEW

CHAPTERS IN BOOK

ISSUE  
01



EDITOR:  
SURIANI JACK

PUBLISHED BY:  
PERPUSTAKAAN TUN ABDUL RAZAK  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK

# MANAGEMENT OF BUSINESS RECORDS (IMR 652)

*presents*

# ARTICLE REVIEW

VOLUME 1/ISSUE 1

EISBN:

LANGUAGE EDITOR:  
HARRY RAY AK USAH

DESIGNER :  
VIVIANA AWING EPOI

AUTHORS :  
AERY GARNEY AK FRANCIS, TASHA AK PETER,  
VIVIANA AWING EPOI, HARRY RAY AK USAH,  
NUR KHALEEDA BT MAHAMAD HALID, MUHAMMAD  
MUHAMMAD KHAIRUL ADLI BIN AHMADIE

PUBLISHER:  
PERPUSTAKAAN TUN ABDUL RAZAK  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK

EDITOR :  
SURIANI JACK

# 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!

# TABLE OF CONTENTS

<b>0</b>	<b>EDITOR'S NOTE</b>
<b>1-6</b>	<b>CHAPTER 1</b> <i>By Tasha Ak Peter</i>
<b>7-12</b>	<b>CHAPTER 2</b> <i>By Tasha Ak Peter</i>
<b>13-19</b>	<b>CHAPTER 3</b> <i>By Nur Khaleeda Bt Mahamad Halid</i>
<b>20-26</b>	<b>CHAPTER 4</b> <i>By Nur Khaleeda Bt Mahamad Halid</i>
<b>27-34</b>	<b>CHAPTER 5</b> <i>By Viviana Awing Epoi</i>
<b>35-40</b>	<b>CHAPTER 6</b> <i>By Viviana Awing Epoi</i>
<b>41-48</b>	<b>CHAPTER 7</b> <i>By Muhammad Khairul Adli Bin Ahmadie</i>
<b>49-56</b>	<b>CHAPTER 8</b> <i>By Muhammad Khairul Adli Bin Ahmadie</i>
<b>57-65</b>	<b>CHAPTER 9</b> <i>By Harry Ray Ak Usah</i>
<b>66-73</b>	<b>CHAPTER 10</b> <i>By Harry Ray Ak Usah</i>
<b>74-81</b>	<b>CHAPTER 11</b> <i>By Aery Garney Ak Francis</i>
<b>82-88</b>	<b>CHAPTER 12</b> <i>By Aery Garney Ak Francis</i>

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE**  
SURIANI JACK



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**

## INTRODUCTION

This article is about a multi-actor engagement viewpoint that leads to ongoing contacts beyond the organization's network and traditional and discrete interactions between the organization and a single consumer to the understanding of customer engagement on social media. For businesses of all sizes, social media marketing is a great method to reach out to prospects and customers. People use social media to discover, learn about follow, and shop from brands. Great social media marketing may help your company achieve extraordinary success by cultivating loyal brand advocates and even driving leads and sales. Moreover, social media marketing is a type of digital marketing that makes use of the popularity of social media networks to reach marketing and branding objectives.

Based on the article, the researchers explained that social media has evolved into a pervasive communication tool, allowing customers to interact and communicate with one another. According to Jaakkola & Alexander (2014) and Larivière et al (2017), social media have transformed simple dyadic interactions between customers and marketers into more complicated interactions involving various numerous groups of actors, such as customers, organisations, stakeholders, and non-customers.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE**  
SURIANI JACK

## **OBJECTIVES**

The objectives of the article are as follows:

- i. To improve knowledge of the social media customer engagement method.
- ii. To create an empirically based methodology for assessing consumer involvement with acceptable metrics.

## **SIGNIFICANCE OF STUDY**

Through this research, organization will be able to understand the social media customer engagement by including a multi-actor engagement viewpoint that leads to continuing interactions their network as well as traditional and discrete contacts them.

Thus, this research also improves to the practical operationalization of customer engagement on social media in multi-actor ecosystems by identifying four distinct levels of engagement that will aid practitioners in identifying and implementing appropriate social media marketing strategies aimed to be better at developing and measuring their customer engagement on social media.



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE**  
SURIANI JACK



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**

## **STATEMENT OF PROBLEMS**

Based on the article, the problem stated is a lack of knowledge about how to effectively harness the potential of social media in a multi-actor ecosystem, there is a lack of knowledge about how to generate customer interaction in a way that successfully leverages the promise of social media. As a result, it's unsurprising that researcher have urged that these concerns in the marketing domain be elevated and prioritized.

## **LITERATURE REVIEW**

The literature review begins with social media background on simple dyadic relationships between customers and marketers have been redefined, which has transformed them into more complicated interaction between numerous groups of actors, including customers, organizations, stakeholders, and non-customers (Jaakkola & Alexander, 2014, and Larivière et al, 2017,).

Next, the researchers focus on customer engagement be effectively managed in multi-actor ecosystems on social media. They emphasize the importance of increasing consumer participation via social media in a multi-actor ecosystem, and acknowledge the proactive role that customers play as exchange partners and value co-creators. Moreover, researchers also focus on customer engagement be measured in multi-actor ecosystems on social media. During each stage and within the suggested measurement grid, Sashi (2012) focuses on defining the link between the focal consumer and the organization.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE  
SURIANI JACK**

## **METHODOLOGY**

For this research study, there are several methods that have been used:

### i. Data Collection:

For this research study, between November 2018 and February 2019, 32 qualitative one-on-one interviews with social media marketing practitioners and users were conducted to gain a thorough picture of customer interaction in the social media environment. This method of interpretative research was chosen by the researcher as the best way to investigate subjective meanings and individual interpretations of a phenomenon in order to inform theoretical propositions. The interviews began with basic questions on how social media marketers and users used social media, and then moved on to more detailed questions about each of Sashi (2012), seven stages of the customer engagement cycle. The interviews also looked on how practitioners encourage customer engagement at each of Sashi (2012) stages



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**



# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE**  
SURIANI JACK



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**

## ii. Data Analysis:

For this research study, all of the voice recordings were transcribed to ensure that the data accurately reflected what each informant had said, a process known as descriptive validity (Maxwell, 1992) or believability (Glaser & Strauss, 1967), and then categorized using NVivo (11.4.3). In the tradition of grounded theory (Corbin & Strauss, 1990), Sashi (2012) seven stages of the consumer engagement cycle (connection, interaction, satisfaction, retention, commitment, advocacy, and engagement) were used as the initial codes for the thematic analysis. The validity of the findings was further improved by ensuring that the practitioners interviewed had a lot of experience with social media marketing.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

## DISCUSSION AND FINDINGS

The goal of this study was to gain a better knowledge of the consumer engagement process on social media and to provide an empirically based framework with relevant measures to assess customer engagement. The social media marketing practitioners and users used their past and current online behaviors, experiences, attitudes, and perceptions as reference points while discussing the issues that shape their social media participation, and they related them to Sashi (2012) seven stages of involvement. During data collection and data analysis, the Sashi (2012) framework was used to give a starting structure for the investigation and development of a new framework by analyzing any differences between the original framework and the insights supplied by the researcher informants.

Customer engagement is recognized as an iterative and dynamic process between numerous actors in the multi-actor engagement framework described in this study, which facilitates the creation of enduring and long-term partnerships. Therefore, the researcher understand that satisfaction is not a stage of engagement, but rather a state that should be maintained, and ideally improved, throughout all customer and other actor connections.

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE  
SURIANI JACK**



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE**  
SURIANI JACK



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**

## **RECOMMENDATIONS**

The goal of this research study is to the significance of understanding different interaction platforms as facilitators of involvement in multi-actor ecosystems, and the need for more research in this area. Moreover, this framework provides realistic measurements to aid practitioners in analyzing and monitoring customer engagement at each level, as well as recognizing the function and value of each level in the organization's communication success. This research study offers a way to continuously review and manage social media marketing activities by giving a practical and quantitative methodology.

## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT**

In this new era, social media contribute to business record management in storing and keeping data through social media online and offline platform. Business record management contributing in a dynamic framework for handling social media customer engagement. Social media has evolved into a ubiquitous communication tool, allowing customers to interact and communicate with one another. Moreover, customers and marketers' simple dyadic interactions are transformed into more complicated interactions involving many groups of players, including customers, organizations, stakeholders, and non-customers. All of this will help the business record management to manage data in social media.

# A DYNAMIC FRAMEWORK FOR MANAGING CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

**MUHAMMAD  
KHAIRUL ADLI BIN  
AHMADIE**  
SURIANI JACK

## **CONCLUSION**

In conclusion, the researcher contributes to the understanding of social media customer engagement by incorporating a multi-actor engagement perspective that leads to ongoing interactions beyond the organization's network as well as traditional and discrete interactions between the organization and a single customer. This research paper adds to the understanding of the process of customer interaction via social media and presents a measurable framework for assessing customer involvement. Using Sashi (2012) seven stages of the customer engagement cycle as a reference point, interviews with social media marketing practitioners and users were conducted in order to propose a new empirically grounded framework with four distinct customer engagement levels, namely connection, interaction, loyalty, and advocacy, as well as to identify appropriate measures for each level that could be implemented in practice.



**MUHAMMAD KHAIRUL  
ADLI BIN AHMADIE**