

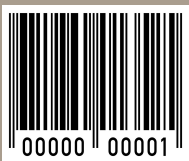
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ARTICLE REVIEW

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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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INTRODUCTION

This article is about how inside salespeople's "lived experiences" and their connection with social media in sales were investigated using a grounded theory method. In business, social media allows anybody to offer an opinion or an idea at any point along the company's road to market. Individuals create, distribute, and share material on social media sites. Brands may have conversations and interactions with individual followers via social networking platforms. This one-on-one engagement can help followers and potential customers develop and strengthen brand loyalty. Based on the article, the researchers explained that inside sales are becoming increasingly important. Buyers' preferences are shifting away from face-to-face meetings and toward virtual relationships, creating a bright future for inside salespeople who use social media. Remote selling attempts employing one or more digital technical tools without the use of traditional face-to-face interactions with customers are known as inside sales (Seley & Holloway, 2008).

INSIDE SALES SOCIAL MEDIA USE AND ITS STRATEGIC IMPLICATIONS FOR SALESPERSON-CUSTOMER DIGITAL ENGAGEMENT AND PERFORMANCE

OBJECTIVES

The objectives of the article are as follows:

- i. To construct a theory based on facts gathered from persons who have witnessed the phenomena.

SIGNIFICANCE OF STUDY

Through this research, inside salespeople will be agreed that strategic social help them be more effective when it comes to leveraging social media communities, creating digital personas, maintaining indirect communication, and learning about customers, because it is the best strategy when it comes to leveraging social media communities, creating digital personas, maintaining indirect communication, and learning about customers. Moreover, these tactics can be used alone or in various combinations to improve inner salesperson-customer digital engagement, which includes network generation efficacy and network richness.

Based on the article, the problem stated that there has been a recent spike in theoretical study on inside sales, there is a lack of research on how and why inside salespeople use social media as a vital tool. The expanding role of inside sales, where sellers lack the opportunity to meet with clients face-to-face and must rely on remote communication to communicate with customers, has been overlooked in research on social media use in sales.

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STATEMENT OF PROBLEMS

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LITERATURE REVIEW

The literature review begins with background of inside salesperson, which is an inside salesperson is someone who works from a centralized office and does not travel to meet consumers. Instead, they communicate with them over the phone or through other technical means (e.g., email) (Gessner & Scott Jr., 2009; Shi, Sridhar, & Grewal, 2020). Next, the researchers focus on the ways inside salespeople using social media. Inside salespeople are always seeking for new and imaginative methods to communicate with their clients, and the rise of social media as a tool has resulted in the formation of online communities that inside salespeople use as a substitute for not being able to meet customers face to face. Moreover, the researchers also focus on the consequences of inside salespeople using social media. The repercussions of potentially detrimental and unfavorable messaging/statements delivered by either inside salespeople or their customers in the dynamic and fast-paced environment of social media. Social media use has been defined as "the extent to which a B2B salesperson adopts and invests time in social media" when it comes to salespeople in general (Bill, Feurer, & Klarmann, 2020, p. 735).

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METHODOLOGY

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

i. Data Collection:

For this research study, grounded theory allows for the development of emergent theory by incorporating and including the first-hand experiences of various participants. In keeping with the strategy, the researcher began data collection by identifying individuals by open sampling, in which selection was flexible and aimed at acquiring a basic understanding of the phenomenon (Corbin & Strauss, 2014). The researcher also employed theoretical sampling to help them recruit more people. Participants with a variety of jobs, years of experience, and vertical experiences were carefully selected to generate a representative sample. In-depth, semi-structured interviews with open-ended questions were used in this study. In-depth interviews were performed with 33 sales professionals from various companies, including 25 inside salespeople and 8 sales leaders.



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ii. Data Analysis:

For this research study, the researcher started with a grounded theory technique called the overview approach (Strauss, 1987). This stage entails reading the transcribed interviews to get a rough idea of probable codes and categories to guide our coding operations, which helps to ensure consistency and reduce the number of initial codes used. The subsequent analyses were carried out according to Corbin and Strauss (2014) well-established, highly organized grounded theory processes. NVivo version 12 software and Microsoft Excel were used for all coding. The data was validated and the best interpretations were established using trustworthiness methods.

DISCUSSION AND FINDINGS

The goal of this study was to uncover various insights on why and how inside salespeople use social media. Inside salespeople, according to qualitative interviews, utilize social media strategically to leverage social media networks, establish digital identities, maintain indirect communication, and learn about clients. Next, the studies show that implementing these tactics leads to increased digital engagement between inside salespeople and customers, which increases inside sales effectiveness. Lastly, the findings suggest that the influence of how inside salespeople utilize social media is shaped by a company's digital technology resources, such as social media distinctive investments and social media specific training.

Overall, the data indicate that inside salespeople use social media and company digital technology resources to digitally communicate with their clients, which has an impact on their job performance. Inside sales has become more autonomous, important, and broad in scope. Furthermore, customers' preferences are shifting away from face-to-face contacts and toward virtual relationships, presenting a bright future for inside salespeople who use social media. Inside sales, according to the practitioner literature, is a separate strategic selling strategy and a sales business model for the digital era (e.g., Schmidt et al., 2017).

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In this new era, social media helps business record management in storing and maintaining data on both online and offline platforms. Business record management contributing in inside sales social media use and the strategic implications for digital engagement and performance between salesperson and customers. Inside sales strategic social media utilisation, inside salesperson-customer digital engagement, and inside sales effectiveness have all emerged from the research. The researcher also discovered that company digital technology resources operate as enablers, influencing the outcomes of inside salespeople's social media strategy. With all of this contribution will help the business record management to maintain data in social media.

RECOMMENDATIONS

The goal of this research study is to understand that inside sales has evolved, becoming more autonomous, important, and broad in reach. Inside salespeople can use social media in a variety of ways, including leveraging social media communities, creating digital personas, maintaining indirect communication, and learning about customers. Managers must recognize that there is more than one way for inside salespeople to use social media strategically. Managers must understand that these techniques are not mutually exclusive, but rather dynamic and participatory in their implementation. Because the process is iterative, with each strategy informing the next, switching back and forth should be part of the process.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

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CONCLUSION

In conclusion, the researcher contributes to the understanding of inside salespeople must use social media not only to make a strong first impression, but also to demonstrate that they are trustworthy business partners in the virtual and remote selling environment that is associated with inside sales. The researcher also investigated and discovered inside sales social media tactics that inside salespeople employ to identify, qualify, connect, and digitally engage with consumers remotely, using a grounded theory methodology. Moreover, the researcher found that social media use methods increase internal salesperson customer digital engagement, which has an impact on work success.



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