ARTICLE REVIEW

CHAPTERS IN BOOK

ISSUE 01

MANAGEMENT OF BUSINESS RECORDS (IMR 652)

presents

ARTICLE REVIEW

VOLUME 1/ISSUE 1

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.
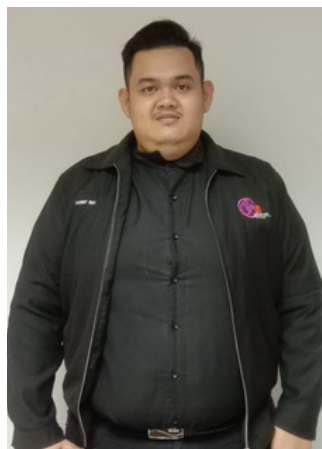
Have faith!

TABLE OF CONTENTS

USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

HARRY RAY ANAK USAH
SURIANI JACK

HARRY RAY ANAK USAH

INTRODUCTION

In this article analysis and task that were given we are trying to find out and figure out the the relations of business records management and and social media as both of the topic are being gather which it's were focuses on the result of making this decision, by that in business development and social media it were being used widely in this modern day as technology were having an transformation from day to another day. Business records management one of the title or activity that are very important to implied in business daily practices which every records that are going to be stored and kept need to have a proper records style which this may lead to the good business record management activities beside, social media will become one of the medium that are going to be used as the promoting tools for business development and in the same time it might cut the cost rather than using traditional promotion method .

Based on the article that are chosen which has been given the title as (Usability of Social media for business development), where this topic need us to be more creative and more innovative in promoting business development and identified the usability of Social Media for business development in this modern days. Usability of social media and business development were being gathered as this will be ensured to produced one compacts result in the way to make use or fully utilized the technology that are available too.

HARRY RAY ANAK USAH
SURIANI JACK

OBJECTIVE

The main objectives of this task were to identified and the usability of social media for business development in the same time it can be become a record medium to be used in the end of the day. Social media are being questioned as does it is a need or want in business records management activities, by that this analysis will go through and identified on which trail social media will be. Social media is one of the most practical mediums to be used in the way to promote business development. This is because social media are come from the new inventions which has been analyzed and filter before it was produced. Social media promoting medium will ensure it effectiveness in the way to help people which need promoting tools for their business development.

HARRY RAY ANAK USAH

USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

HARRY RAY ANAK USAH
SURIANI JACK

HARRY RAY ANAK USAH

METHODOLOGY

The main objectives of this task were to identified and the usability of social media for business development in the same time it can be become a record medium to be used in the end of the day. Social media are being questioned as does it is a need or want in business records management activities, by that this analysis will go through and identified on which trail social media will be. Social media is one of the most practical mediums to be used in the way to promote business development. This is because social media are come from the new inventions which has been analyzed and filter before it was produced. Social media promoting medium will ensure it effectiveness in the way to help people which need promoting tools for their business development.
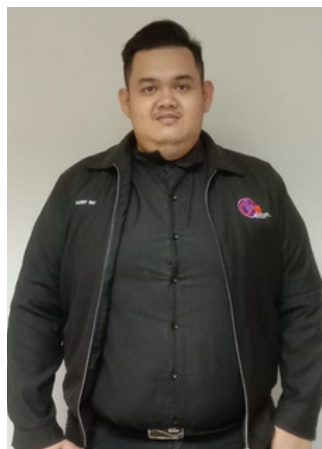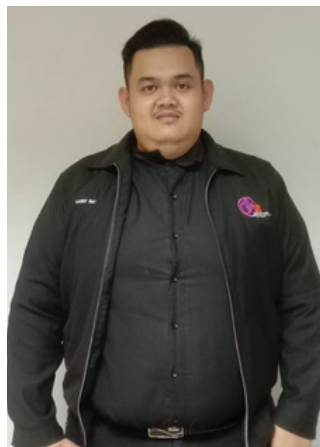
USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

DISCUSSION AND FINDINGS

HARRY RAY ANAK USAH
SURIANI JACK

In every article that were produced there must be some pro and contra that might happened which it might be resented in its weakness or in strength that the article that has been review which the article title is Usability of social media for business development. In business it is a positive vibe when we are able to adapt a new technology or style into our business which we will make our business to be expand from day to day. By that in the article it were informed that internet which were transformed the computer and communication to be used and practice in the world wide as the well-known social media platform utilized by B TO B organization including Facebook, twitter, WhatsApp and LinkedIn, as it were mention social media is the best platform where people can used it as one of the medium which they can enlarged business, but by that before social media were invented traditional advertising are also used as one of the medium which were used to developed business.

HARRY RAY ANAK USAH

So as in this scenario traditional advertising platform are should not be forgotten which it is better and harmony when we can combine these two types of advertising tools and records style to be used. As traditional records management or in this modern day people are using social media as a records medium it is more convenient for people to use it nowadays, by that every social media will contribute its own effectiveness.
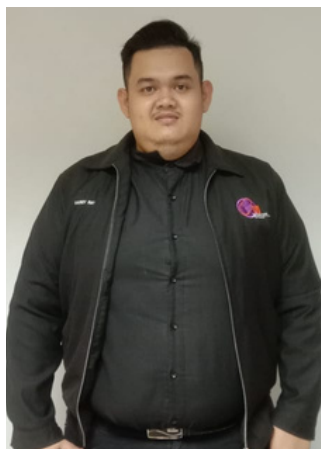
USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

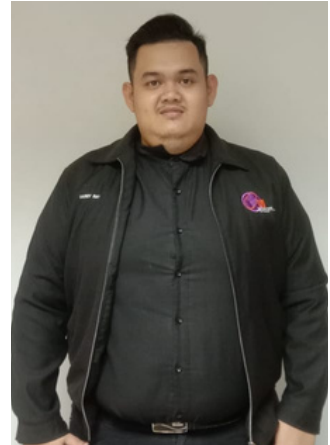**HARRY RAY ANAK USAH**
SURIANI JACK

HARRY RAY ANAK USAH

But as shown in the article it should not limit the social media platform that are going to be used which is Facebook, Twitter, WhatsApp and liked in, which in this new era it might exist a new social media platform for example Tik Tok as what our campus or university doing Which is University Technology Mara has making an agreement with Tik Tok application in the way for them to express their student talent and spread an academic vibe to the outsider so that its is good when we unlimited the social media platform or social media medium which are going to be used in the way to develop business activities. Beside that it is not good for us to condemn the traditional type of promotion methods as in the article line 18 it was stated that (Unlike the traditional media like print and electric mass media) which it showing that the traditional media promotion style was not that relevant.

It can be accept which the traditional style of promoting style is a little bit slow than the new social media promotion method but in the same time The traditional type of promoting tools has less bad comment and unsuitable type of critic ,which the new social media promoting type will sure to get a bad comment and criticize that are sometime it were not represent the correct condition of our business.

USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

By doing some research and review towards this article or case study we found out there are some opinion that produce a brilliant idea which they are focusing on social media as one of their medium in business development promoting which social media became on of the fast platform where the information can be shared through online. Beside that social media that they focus in the writing that is Facebook were the most suitable, medium to be used which Facebook contain a lot of extra and special features where the business can be run and promote in a short time frame. Which in this new version of Facebook, the Facebook profile can be set as business account where the user or customer can get connect with the business in charge person in a convenient way for example they can direction to the business address by click the address that are given in the Facebook business account profile which it will automatically connect to the maps application. The next features that can be found is contact number of the business can be call directly while they browse the business Facebook refile and they can ask question immediately to the in-charge person. By that we can assume that social media has help the business development a lot in expanding their site and business size.

HARRY RAY ANAK USAH
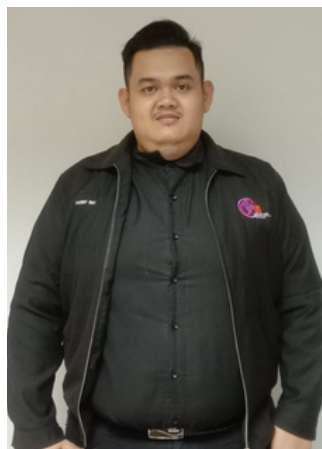SURIANI JACK

HARRY RAY ANAK USAH

USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

HARRY RAY ANAK USAH

SURIANI JACK

CONTRIBUTION TO BUSINESS RECORDS MANAGEMENT

HARRY RAY ANAK USAH

Contribution of social media towards business development and its impacts towards records management is where the data that are being used by the business development in promoting their activity through social media platform where the data that are used in the social media or Facebook are automatically stored and kept via digital where all of the data that are being used for the purpose of promoting will be stored as it were used to be and the data are being kept without changing any criteria that has been set from the first place. By that social media are contributing a lot in digital records management activity and this will be giving a big impact towards the records management status.
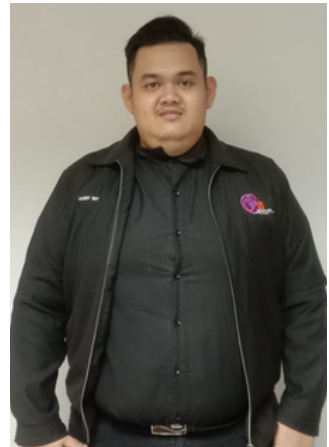
USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

HARRY RAY ANAK USAH

SURIANI JACK

HARRY RAY ANAK USAH

CONCLUSION

For the conclusion we can identified and analyze that usability of social media for business development Giving a big impact towards the business records management by that:

- Organization or company can built or developed their social media literate towards their business records management department as they can use social media as one of the medium where the can developed their business activity.

- Other than that organization can developed or making a good relationship between any social media platform company where they can collaborate in enhancing and expanding their business by using the social media platform.
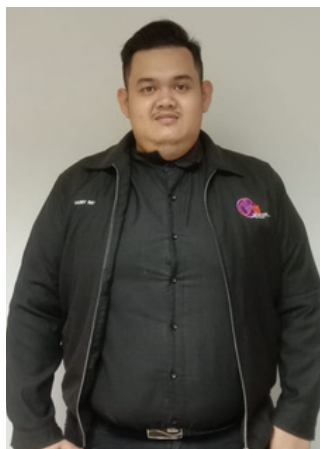
USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT

HARRY RAY ANAK USAH

SURIANI JACK

HARRY RAY ANAK USAH

- Company or organization are also need to be more sensitive on the social media platform which this might make them to be able aware of new improvements that has been update in social media platform and it will make their business activity expanding well. Suggestion for improvements is that the main focuses of social media that are going to be used should be stated as (and a new coming version of application) that will be invented in the future, which we are looking forward to make an improvement of social media platform that are going to be used and utilize in business development and promotion. As every new innovation or invention that are being invented will be update on its specific. Other than the next suggestion for improvements is on the method of research which the method should be make some changes as the data are should not be limit to only 50 people to be evaluate and getting their feedback. Which the feedback should be open to the public which that is where we can collect more appropriate and globalized data. By that we can ensure that our innovation and improvements that are going to be apply can be used globally.