

ARTICLE REVIEW

# SOCIAL MEDIA IN BUSINESS RECORDS

VOLUME 1 / AUGUST 2022

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**CHIEF EDITOR**

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# MANAGEMENT OF BUSINESS RECORDS (IMR652)

*presents*

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# 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!

Lots of Love,

*Suriani Jack*  
Chief Editor

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RECORDS MANAGEMENT + SOCIAL MEDIA + BRAND

## EDITOR'S NOTE

*"Strike throughout our most productive year in UiTM"*

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# CHAPTER 2

## The Role Of Perceived Social Media Agility in Customer Engagement



### INTRODUCTION

The reason why we choose this article is because it is analysing the benefit of social media for users especially if it is associating with agility and customer engagement. Customer engagement in the social media is important and it can be a record for a business entity. It focuses on customer-based brand equity (CBBE) which is also important customer engagement.

### OBJECTIVES

- I. To analyse benefits of social media users that is associated to agility and customer engagement.
- II. To understand how agility affects desirable customer-related traits like customer engagement in a social media context and customer-based brand equity (CBBE).
- III. To adapt the construct to social media, such as perceived social media agility, with the goal of examining its effect on customer engagement and CBBE.

### STATEMENT OF PROBLEMS

The problem occurred because they only focused on possible outcomes of this desirable attribute but they realised insights are also needed into how firms can better develop high levels of perceived social media agility. To add, they did not do further research that should examine additional possible consequences of perceived social media agility.

## LITERATURE REVIEW

This research article's sources spanned the years 1979 to 2021. The majority of the references in the study paper were journal publications. Researchers that published and referenced some of the articles employed a variety of topics that were relevant to the study paper. The purpose of the research article was to identify the influence of perceived social media agility in customer engagement by concentrating on social media users who are associated with agility and customer engagement. Furthermore, the influence of perceived social media agility on CBBE was increasing for customers looking for a better change, according to the research paper.



## METHODOLOGY

### i. Multivariate Regression Analysis

An online poll of 200 adults was undertaken for this study. This study employed multivariate regression analyses to experimentally assess a scale for perceived social media agility, as well as the moderating role of customer change seeking behaviour, on CBBE and customer engagement.

### ii. Common Method Bias

They utilised the SPSS factor analysis technique to find the first eigenvalue from the data matrix in this exam. If the first eigenvalue accounts for the majority of the variance, common method bias may be an issue. The first eigenvalue only accounts for 31.80% of the total variance, which does not correlate to the majority of the total variance explained, according to the findings which were 100 percent. As a result, a common procedure is unlikely to skew results.

### iii. Measures

They used seven-point Likert scales with 1 which is strongly disagree and 7 which is strongly agree as anchors to measure these constructs. These metrics' reliabilities were higher than the specified cutoff limit for alpha.

### iv. Control Variables

They were also accounted for brand satisfaction and brand loyalty to give a strong basis. For example, the willingness of customers to give good information about the business with others, social media usage intensity, and other demographic characteristics such as gender, age, and nationality.

### v. The Measurement Model

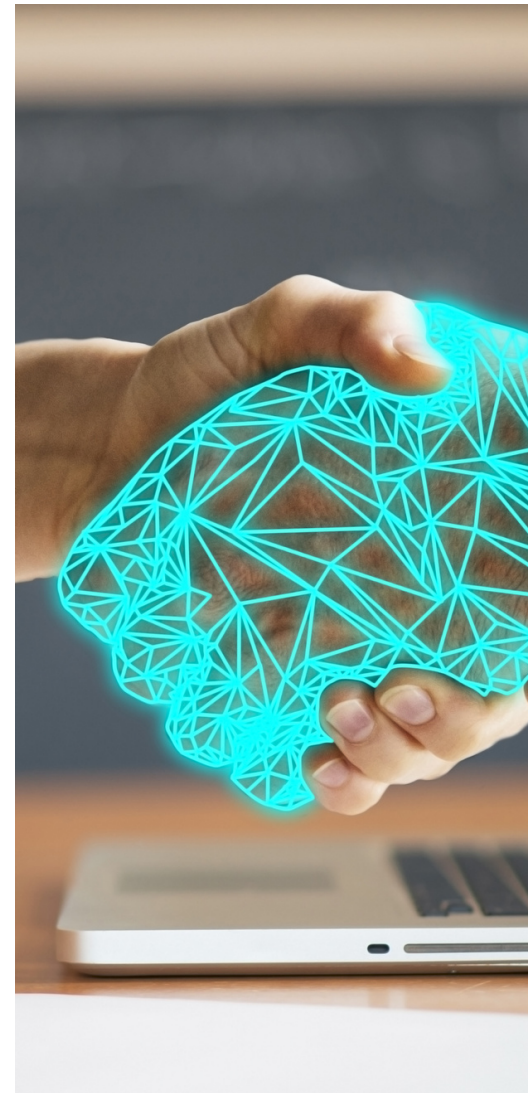
To assess further psychometric features of all constructs, the researchers performed confirmatory factor analysis (CFA) with full-information maximum likelihood estimation.

### vi. Hypothesis Testing

To assess H1 and H2 simultaneously, we performed multivariate regression analyses. The findings found that perceived social media agility has a favourable impact on CBBE ( $b = 0.43, p 0.0001$ ) and consumer engagement ( $b = 0.36, p 0.01$ ), indicating that H1 and H2 are supported.

## FINDINGS

The findings reveal that perceived social media agility has a favourable impact on CBBE both directly and indirectly which is via customer involvement. Furthermore, the favourable impact of perceived social media agility on CBBE is amplified for customers who are seeking change. Customer change-seeking, on the other hand, has no bearing on the magnitude or direction of the impact of perceived social media agility on customer involvement. As a result, the research found that customers also tend to demonstrate a higher level of customer engagement when they view a firm/brand as nimble on social media, resulting in a high level of CBBE for firms. Furthermore, the favourable impact of perceived social media agility on CBBE is amplified for customers who are seeking change. Consumers who have a high need for modification or change in their lives have more favourable CBBE behaviours toward the business when they perceive the brand to be more nimble on social media.



## RECOMMENDATION

Author recommended that as they tested their new scale in the setting of a nomological set of relationships, more study is needed to look into the other potential repercussions of perceived social media agility. These research would add to the body of evidence to support the scale's validity. Author also mentioned that in the future research they should look into the factors that influence people's perceptions of their social media agility. Their research focused on the potential outcomes of this desirable trait, but more research is needed into how businesses might improve their perceived social media agility. To add, in the future they believe they should try to duplicate their findings in different cultures. Cultural differences may shed light on how social media agility is seen as a source of sustainable competitive advantage. Next, the experimental values should be used in future studies to better establish causality. Furthermore, qualitative research can aid in the development of a deeper knowledge of how perceived social media agility affects consumer engagement and CBBE. Furthermore, this methodological approach may aid in explaining the hypothesised association that was not validated in their study.



## CONTRIBUTION TO BUSINESS RECORDS MANAGEMENT

The role of perceived social media agility in customer engagement give contribution to business records management. Federal records are presumed to include social media postings and electronic messages relevant to the conduct of agency business. All Federal records, regardless of medium or format, must be appropriately managed by organizations, which includes evaluating if an existing disposal authority applies. Agencies are accountable for implementing these announcements and handling social media and electronic conversations that constitute Federal records, including regular SMS texts, encrypted conversations, messaging apps, and instant messages on social media platforms. Federal records are considered to include social media postings and electronic messages relevant to the performance of agency business.



## CONCLUSION

The article focuses on helping businesses to build the capacity to quickly adapt their operations to cope and thrive in contexts defined by significant variations, the notion of agility has been applied to a variety of domains. The use of agility in a social media setting has not yet been investigated, despite the rising number of social media users and the advantages associated with agility in other domains. Additionally, nothing is known about how agility in the context of social media affects desirable customer-related characteristics, such as consumer experience and customer-based brand equity.