

ARTICLE REVIEW

# SOCIAL MEDIA IN BUSINESS RECORDS

VOLUME 1 / AUGUST 2022

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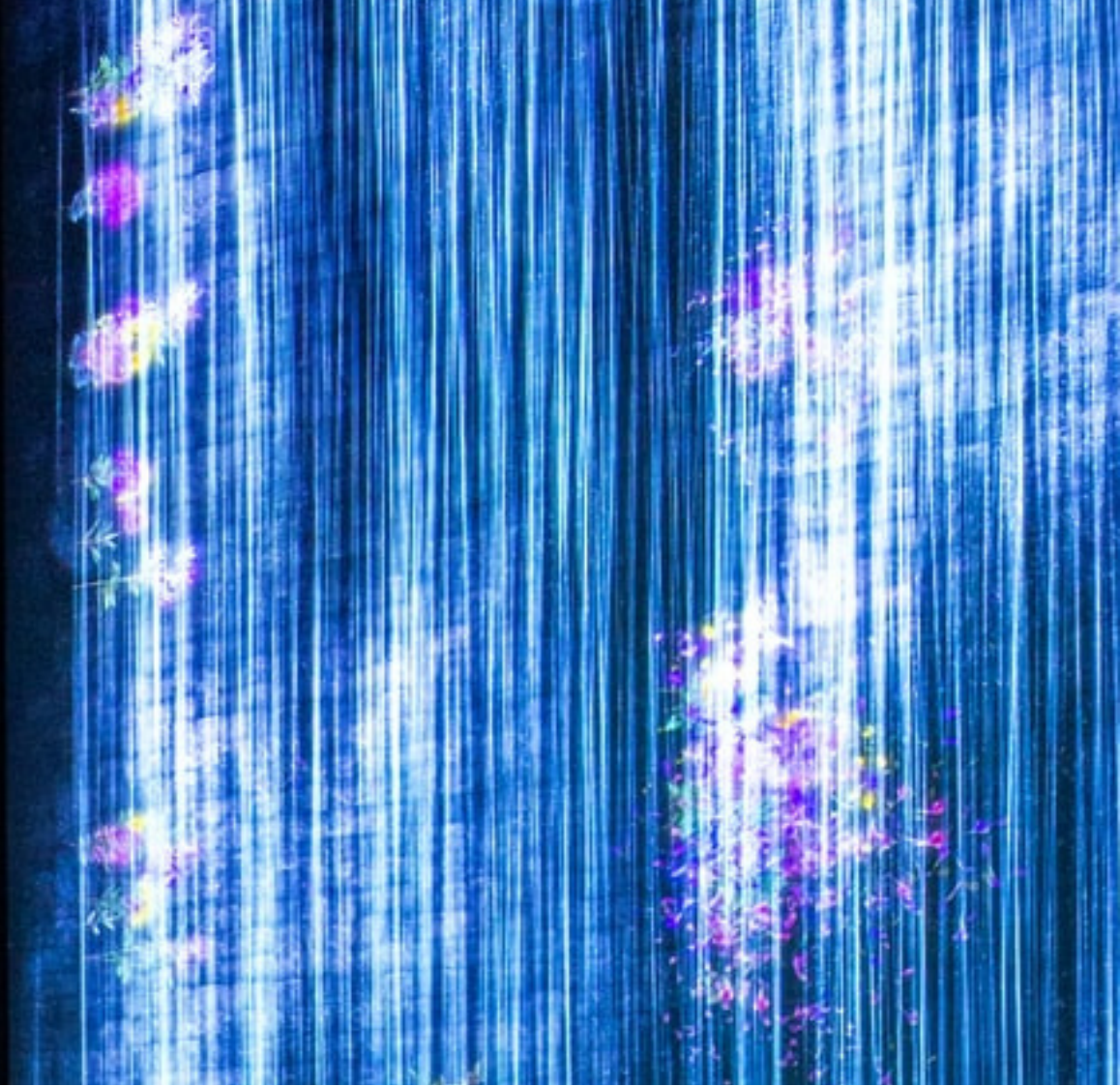
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PTAR UiTM

**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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# SOCIAL MEDIA USE AND VALUE CREATION IN THE DIGITAL LANDSCAPE: A DYNAMIC CAPABILITIES PERSPECTIVE

SHARIFAH RAMIEZAH BINTI WAN ZA'ABA

MS Suriani Jack

## INTRODUCTION

The way enterprises and customers engage and exchange value has changed as a result of digitalization. While increased digitalization provides benefits for businesses, it also poses substantial obstacles. Managers encounter complicated and fast changing markets, but lack the specialised knowledge required to comprehend these changes and cope with them.

## STATEMENT OF PROBLEMS

Firms produce actual value by developing these dynamic talents, which translates into improved organizational performance. In today's digital context, social media platforms are revolutionizing the way businesses interact with their customers, opening up a new universe of possibilities for bettering client connections. This is the first empirical study to look at how hotels use Social Media technologies to generate IT-based capabilities and how these dynamic capabilities produce commercial value in today's digital world. The findings show how combining Social Media with Organizational Readiness leads to the development of Social CRM and Customer Engagement capabilities, allowing for value creation through enhanced Organizational Performance.

## OBJECTIVES

To examines the specific process through which Social Media use translates into better performance and the capabilities involved in this process, using a dynamic capabilities perspective.

## LITERATURE REVIEW

On previous research has made significant efforts to conceptualize the Social Media phenomenon, the internal antecedents of its use, as well as its specific impact on firm capabilities and value creation, remain unexplored (Foltean et al, 2019; Wang and Kim, 2017). Assuming that one of the main challenges firms face in today's digital landscape is determining the true impact of Social Media use on their performance (Foltean et al, 2019; Leeflang et al, 2014), the goal of this study is to investigate this phenomenon empirically.

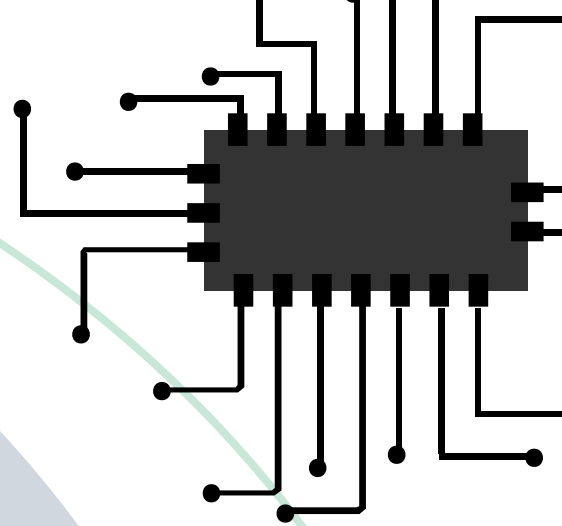
## METHODOLOGY

### *i. Data collection*

Researchers conducted a pilot study to collect qualitative feedback on Social Media use in this sector to assess the validity of our proposed model. First, researchers interviewed general managers, academics, and consultants who were knowledgeable about these strategic variables in order to clarify several aspects of their survey instrument and incorporate suggestions from interviewees. Researchers developed an initial structured questionnaire for the study based on existing literature and the knowledge gained from these qualitative interviews. The questionnaire was then completed by twelve hotel general managers. Researchers modified and refined some items prior to final survey administration based on their feedback and analysis of the pilot data.

## FINDINGS

The findings indicate that social media use has no significant direct impact on organizational performance. Rather, the findings confirm the role of Social CRM and Customer Engagement capabilities in mediating the value creation process



## RECOMMENDATIONS

Social CRM Capabilities, which are based on customer knowledge management, enable businesses to personalize their offerings in order to respond to changing customer needs. In turn, Social CRM Capabilities improve Customer Engagement Capabilities by involving customers in collaborative conversations that promote WOM behaviors and recommendations. Firms create real value by developing these dynamic capabilities, which translates into improved organizational performance. In fact, because the direct impact of Social Media use on performance was not significant, our findings support the critical role of two specific capabilities (Social CRM and Customer Engagement) in the effective mediation of the process of creating value through Social Media use. These tools must be used as instruments to improve firm capabilities, which will lead to improved firm performance



## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT**

Initiatives in Customer Relationship Management (CRM) aided in the development of new hotel services. This aided in the development of customer linking capabilities based on customer data, resulting in improved customer performance. By integrating company document management system and CRM, employee can get all of the information from the centralized database into business CRM. Staff can now serve customers more quickly because all customer data is in one place. This type of integration also enables the employees to easily share files via the system. There is logged data of file work done, which aids in tracking the status of customer queries and completing tasks based on prior

## **CONCLUSION**

To outline recent breakthroughs in the literature on this topic, as well as recent evidence of the influence of Social Media use on business performance in various industries and countries, as well as the primary theoretical foundations and constructs employed in recent empirical investigations of the phenomena.

