ARTICLE REVIEW

SOCIAL MEDIA IN BUSINESS RECORDS

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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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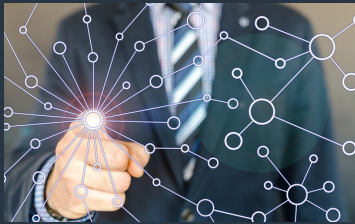**SHARIFAH RAMIEZAH BINTI WAN ZA'ABA**

MS Suriani Jack

INTRODUCTION

Social media offers consumers with an online "soapbox" through which they can disseminate and advertise their personal product and service ratings. This type of behavior is especially important among young customers, whose brand selections are significantly affected by their peers and friends.

OBJECTIVES

i. To develop and measure customer engagement scale in context to social media (SM)

ii. To elucidate the variables that impact customers' brand engagement on SM and its impact in building customer-based brand equity

iii. To examine the moderating role of trust in SM brand engagement and brand equity relationship

STATEMENT OF PROBLEM

To capture Gen Y's attention, a strong emphasis on personal and product-based information is required. All four elements of customer-based brand equity are highly influenced by both societal and consumer-based variables. The study lends factual credence to the premise that social media involvement has a substantial influence on customer-based companies. According to the report, Gen Y's participation in social media sites such as Facebook, Twitter, and Instagram boost their chance of sharing and creating content about businesses. This can improve customer-based brand equity by increasing brand awareness, image, attitude,

LITERATURE REVIEW

A comprehensive theory on SM engagement is yet to emerge. Hollebeek et al. (2014) posited that "engagement" reflects a motivational state which occurs by virtue of an individual's interactive experiences with a particular object or agent, which is a key for many online offerings. The literature considered SM brand management as a multi-dimensional concept from different perspectives. The study argues that among various conceptualizations, hedonic, utilitarian and social dimensions given by Abdul Ghani and Algesheimer are quite relevant to understand the behavioral motivation for engaging customers on SM.

METHODOLOGY

i. Data analysis
The data were collected from 767 SM users working in multinational corporations of Gurgaon city, using purposive sampling technique. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were undertaken to analyze the data.

ii. Data collection
A total of 816 respondents gave usable responses to an online survey conducted by the Indian Institute of Technology, Gurugram (ITG).

FINDINGS

The paper outcomes indicated SM brand engagement as a bi dimensional construct comprising information interest and personal interest. Both social factors and consumer-based factors significantly influence customers' SM brand engagement. Specifically, results depicted that tie-strength and social identity (social factors); and opportunity seeking and product selection (consumer-based factors) strongly influence customers' SM brand engagement in comparison to other factors.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

Individuals, corporations, and the government have all increased their use of social media (SM). Social media posts made or received by a public servant while performing their duties constitute proof of government business. They chronicle the activities of public officials and should be kept as a record for accountability and transparency. As a result, it influence of this engagement on brand equity generation, with trust acting as a moderating variable.

RECOMMENDATIONS

In the future, it may be useful to investigate how brand equity works. Second, the study is confined to Generation Y. Investigating how old and young consumers interact with strategic implications of customers interactions on SM related to brands, future research can SM brand engagement and its consequences, such as value co-creation, brand equity, and electronic brands across different SM platforms should be considered in the future. Furthermore, an Indian sample was employed in this study. Hence, results must be generalized in the future. Financial, privacy, performance, and physical danger can also be explored.

CONCLUSION

The relationship between SM brand engagement and brand equity is investigated, with trust serving as a moderating element. In the future, the effect of other moderating factors such as perceived risk and gender can be examined. The research is the first to investigate the function of trust as a moderator.