

ARTICLE REVIEW

# SOCIAL MEDIA IN BUSINESS RECORDS

VOLUME 1 / AUGUST 2022

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**PUBLISHED BY:**

PTAR UiTM

**CHIEF EDITOR**

MS. Suriani Jack

# MANAGEMENT OF BUSINESS RECORDS (IMR652)

*presents*

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VOLUME 1 / JULY 2022

**PUBLISHED BY :**

**PTAR UITM**

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**EISBN NO.**

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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

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

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# Social Media and Customer Relationship Management Technologies: Influencing Buyer-Seller Information Exchanges

Wellace Bayang anak Gerunsin

MS Suriani Jack



## Introduction

We chose this article because it demonstrates how business-to-business salespeople employ various types of sales technology to fulfil their boundary-spanning tasks. Effective information flow between customers and sellers is critical to the success of salespeople. Effective information flow between customers and sellers is critical to the success of salespeople. Buyers are a valuable source of market information for vendors. Furthermore, contact between buyers and sellers via information technology is continually improving. Social media and customer relationship management (CRM) technologies enable two-way information exchanges between buyers and sellers, providing an extra lever for value co-creation.

## Objectives

- Investigates how business-to-business salespeople utilize various types of sales technology to fulfil their boundary-spanning jobs.
- To put to the test a model that looks at how salespeople utilize CRM and social media platforms differently to enhance competitor intelligence gathering, product communication, and buyer information exchange.



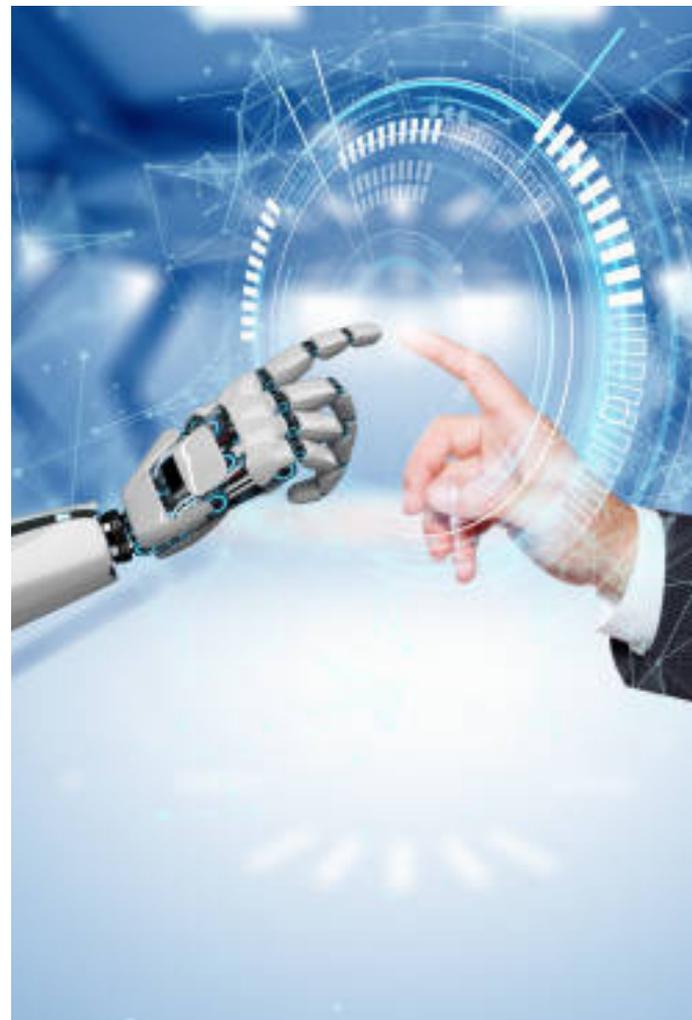
## Statement of Problems

This study states there are problems in this article that are related to:

- The implications in managerial.
- The salesperson faces a challenge, they must ensure their activities create an opportunity for the buyer to share information.

## Literature Review

The researchers' study focused on how business-to-business salespeople utilize various types of sales technology to accomplish their cross-border tasks. This study employs social exchange theory and task technology suitability theory to test a model that investigates how salespeople use customer relationship management (CRM) and social media technologies in different ways to support competitive information gathering, product information communication, and buyer information sharing. The findings of this study show that social media and CRM technology both favorably affect the interchange of buyer-seller information; however, each technology takes a distinct path to permit the flow of information between buyers and sellers.





## Methodology

The suitable method to be used for research are questionnaires method. To fulfil this research, there are several methods that be used:

### i. Data Collection

A list of buyers served by each salesperson was requested from the sales organization. The purchasers that were polled were picked at random. The randomly picked customer from each set of purchasers was approached to complete the questionnaire. The purchasers were contacted, and the study's academic goal was stated. The customer was advised that the information gathered would not be used to evaluate the salesperson's performance.

### ii. Data Analysis

Seller and buyer questionnaires were evaluated on two distinct groups of sellers and buyers prior to gathering data for this study. Researchers did pre-tests to ensure that the statements and questions we utilized were clear and applicable.



## Findings

Researchers want to discover how B2B salespeople utilize different types of sales technology to satisfy their needs. To permit the sharing of information between seller purchases, each system uses a distinct path.



## Recommendations

- First, our findings show that a more comprehensive understanding of the salesperson's usage of sales technology and the activities he or she is attempting to do is required. Our findings reveal that various types of sales technology enable salespeople to do varied tasks in positions that span their boundaries. As the use of social media for competitive intelligence gathering expands and customer relationship management platforms become more capable of communicating product information, salespeople will be required to be skilled in both technologies.
- With the ability to share a variety of products, ideas, and suggestions with friends, social media is a particularly rich source of information about consumer preferences. To personalize the variety of products and services supplied, semantic technologies are employed to outline consumers' regions of interest. On the one hand, this enables businesses to introduce their products to potential customers and respond to their inquiries (even before such questions are actually asked). Mobile devices allow consumers to easily geolocate themselves, and as a result, they become a source of additional information about their prospective requirements.

## Contributions

In this era of globalization, good information flow among buyers and sellers is critical to salespeople's success. For sellers, buyers are the major source of market intelligence. Furthermore, information technology continues to advance at a rapid pace, allowing buyers and sellers to communicate with one another. Social media and customer relationship management (CRM) technologies promote the two-way flow of information between buyers and sellers while also providing extra power for shared value generation. As a result, a manager should advocate for the use of both technological applications in the sales force.

## Conclusion

In conclusion, social media is a platform of social interaction that involves a new branch of communication that results from a familiar communication environment. Social media is an interactive tool that can attract the attention of others to see and identify information about something. Social media has become a "trend" and a medium for promoting sales items and business-related marketing elements. Furthermore, social media is becoming the easiest and cheapest marketing medium nowadays. The social media approach is becoming phenomenal and important to the business environment. Therefore, the presence and existence of organizations on social media platforms is a necessity in this digital age as this allows them to connect more closely with the audience. In fact, these media can help in enhancing marketing efforts, public relations, publicity, and other forms of external communication.

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