



UNIVERSITI
TEKNOLOGI
MARA

ARTICLE REVIEW

**CHAPTERS
IN BOOK**

vol.1

Editor
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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.

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,
MS Suriani Jack
Chief Editor



August 2022

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EISBN:

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Published by: Publication of Tun Abdul Razak, Universiti Teknologi MARA Cawangan Sarawak, Kampus Samarahan, Jalan Meranek, 94300, Kota Samarahan, Sarawak, Malaysia.

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SOCIAL MEDIA, BUSINESS CAPABILITIES AND PERFORMANCE: A REVIEW OF LITERATURE

**Vanissa Grace Chin Anak Domson
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The evolution of social media is widely employed in today's business operations at all levels of scale, from micro and small businesses to medium and large corporations. Current technologies have shown to be effective instruments for enabling business network collaboration across various firms, and the application industry is booming. The effects of social media on management might explain why social media has such an impact on corporate performance.

Based on the article is to examine and evaluate the extent to which social media influence organizational capacities and business performance, utilizing a review of related literature as a research approach. An analysis of the literature revealed that social media significantly improves a business's skills and performance. Although social media has been regarded as the most effective medium in business practice, there is a lack of awareness about how social media might aid a company. Some publications argue against using social media in the workplace because it is blamed for diminishing employee productivity by allowing them to spend unreasonably long periods online and conversing.

This research review uses the source of references in the 21st century. Social media is a new kind of networking that people utilize with the internet as a medium. It reaches a significant number of individuals throughout the world, regardless of distance. Social media is described by Kaplan and Haenlein (2010) as "a series of Internet-based applications built on the ideological and technological underpinnings of Web 2.0." As a result of the emergence of Web 2.0, networked corporate institutions gained a competitive edge. This refers to businesses that can effectively use social media tools to improve two-way communication, collaboration, and business processes (Bradbury, 2010).

Several models that have been built for this purpose have been used to analyze and quantify the effects of web 2.0. (Andriole, 2010; Birkinshaw and Cramer, 2009; Bughin, 2011; Dutta, 2012).

The methodology is data analysis; to what level do organizations employ social media technologies in their business processes to engage with customers?" "How does social media affect corporate performance and capabilities?" are the study questions in this article. Next is data evaluation. The researchers combed through the existing literature to find answers to the study questions. The evaluation was based on popular search engines and databases.

The research finding is based on how social media impact business performance. According to resource-based theory, the result is that a collection of resources that firms get (such as human resources, information communication technology infrastructure, and social media) are unique to the business and cannot be imitated by competitors. Therefore, the right resource mix will give your company a competitive advantage and help you perform better. KPMG International also stated that most firms use social media to improve client interactions. However, more than half are increasing their social media usage to promote product and service innovation and recruiting.

This research paper aims to see the impact or capabilities of business through social media. Business capabilities play a significant influence in improving business success. Van Heck and Vervest (2007) claimed that diverse sets of Web 2.0 features, when combined, generate an ecosystem of capabilities that aid in business networking, network effects, and enhanced performance. However, the authors believe such network effects and increased performance are achievable only if the network develops Networked Business Operating Logic.

Social media has been widespread in recent years, with the most prominent applications being social networking, content sharing, and online access. Because of its dependability, stability, and instantaneity, social media opens many opportunities for organizations, such as internet marketing. Social media marketing refers to marketing that takes place on social media platforms. Thanks to social media marketing, companies may now reach out to targeted consumers instantly. Aside from that, social media marketing has several obstacles in the area. This article discusses the benefits and drawbacks of social media marketing in the modern-day.