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ARTICLE REVIEW

**CHAPTERS
IN BOOK**

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Editor
MS SurianiJack

AUTHORS

**ANJELICA RENNY AK SILA
MAUREEN ANAK APONG
OLINA ANAK ANDREW DANA
VANISSA GRACE CHIN ANAK DOMSON**



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



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Cover/Graphics:

Vanissa Grace Chin Anak Domson

Language Editor:

Anjelica Renny Ak Sila

Authors:

Anjelica Renny Ak Sila

Maureen Anak Apong

Olina Anak Andrew Dana

Vanissa Grace Chin Anak Domson

Editor:

MS Suriani Jack





TABLE OF CONTENTS

EDITOR'S NOTE	1
COPYRIGHT.....	2
CHAPTER 1 : IMPACT OF SOCIAL MEDIA APPLICATION IN BUSINESS ORGANIZATIONS.....	3
CHAPTER 2 : PROMOTING SUSTAINABLE FINANCIAL SERVICES THROUGH THE ADOPTION OF EWALLET AMONG MALAYSIAN WORKING ADULTS.....	5
CHAPTER 3 : SOCIAL MEDIA MARKETING AND BUSINESS SUCCESS OF AUTOMOBILE DEALERS IN RIVERS STATE.....	7
CHAPTER 4 : SOCIAL MEDIA MARKETING FOR BUSINESSES: ORGANIC PROMOTIONS OF WEB-LINKS ON FACEBOOK	9
CHAPTER 5 : HOW SOCIAL MEDIA CHANGES TODAY'S MARKETING STRATEGIES.....	11
CHAPTER 6 : USE OF SOCIAL MEDIA AS AN EFFECTIVE MARKETING TOOL FOR FASHION STARTUPS IN SAUDI ARABIA.....	13
CHAPTER 7 : SOCIAL MEDIA, BUSINESS CAPABILITIES AND PERFORMANCE: A REVIEW OF LITERATURE.....	15
CHAPTER 8: SOCIAL MEDIA MARKETING SOCIAL MEDIA MARKETING: ADVANTAGES AND DISADVANTAGES.....	17

SOCIAL MEDIA MARKETING SOCIAL MEDIA MARKETING: ADVANTAGES AND DISADVANTAGES

**Vanessa Grace Chin Anak Domson
Suriani Jack**



Due to the lack of Internet-based social media, one individual can speak with hundreds or even thousands of people worldwide. Social media has exploded as a type of online debate in which individuals create, share, bookmark, and network at a rapid pace. All forms of social media allow you to showcase yourself and your items to dynamic communities and individuals who may be interested. Users distribute information on social media, which is essentially self-promotion. Social media's viral nature makes it an exciting tool for businesses to sell their products and services.

Following the emergence of Web 2.0 technologies, consumer-generated product reviews, images, and tags, which serve as a valuable source of information for customers making product choices online (Ghose, Ipeiritis, & Li 2009), have increased rapidly on the Internet and have had a significant impact on electronic commerce (Forman, Ghose, & Wiesenfeld 2008). Unfortunately, adverse post reactions are one feature of social networking that is highly harmful to marketing initiatives. Unhappy consumers or industry competitors can upload defamatory or abusive photographs, posts, or videos, and there isn't much a marketer can do about it. Negative or other non-constructive comments, on the other hand, cannot be disregarded. It requires more time to efficiently administer social networks to reply to and neutralize detrimental messages in real-time.

In this research paper, the references that we used are journaling articles. This article's researcher explained the pros and cons of using social media in marketing strategies and its features. Social media has become an essential and fast-increasing method for businesses to reach out to targeted clients effortlessly. Social media marketing uses social media networks to promote a company and its products. This type of marketing may be viewed as a subset of standard Web-based promotion tactics, such as e-mail newsletters and online advertising campaigns.

The methodology that being used in this article is data analysis which the data from observation were analysed and organized into categories which is advantages and disadvantages for author to finalize the observation result.

The research findings are based on how social media marketing has advantages and disadvantages in business. Social media marketing refers to marketing that takes place on social media platforms. Companies may now reach out to targeted consumers efficiently and instantaneously thanks to social media marketing. 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. Because social media affects all aspects of the Internet and transforms the role of the Internet in people's lives, it should be considered an essential part of marketing, advertising, and online content creation by marketers, advertisers, and content creators as a fundamental part of their communications.

The goal of this study was to identify the primary benefits and drawbacks of the advancement of Internet technology in the field of social media marketing. Marketers trying to reach their target consumers by whatever means possible should use social media. The medium offers a variety of benefits and drawbacks depending on the company, and many businesses are still trying to figure out how to utilize it effectively. The ordinary business owner or marketer does not entirely understand the dangers and obstacles.

More effective administration of present records (both paper and electronic) decreased or eliminated record-keeping redundancy, lowered expenses for records storage equipment and supplies, and increased useable office space by eliminating needless file storage.



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