

MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW



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**MANAGEMENT OF BUSINESS RECORDS
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CHAPTERS IN BOOK

ARTICLE REVIEW



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Editor's Note

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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!



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IMPACT OF SOCIAL MEDIA APPLICATION IN BUSINESS ORGANIZATIONS

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INTRODUCTION

In this new modern era, social media has become one of the platforms which is a technological advancement that is being slowly adapted by an organization worldwide. According to an online poll, about 60 percent of consumers do online research on products or brands through social networking websites. Through this platform, it can help an organization to approach a wider audience and avoid various obstacles such as the distance, time, accessibility and availability. Social media has proven that the use of the internet is widely embraced by all communities by connecting people in many ways. The implementation of social networking has become the new march in doing business. An individual can generate and exchange ideas, interests, information and other kinds of expression via interactive computer platforms by using the online networks and communities. Meanwhile, the purpose of this study is to determine the influence of social media from the business organization perspective. It focuses on discovering the benefits, disadvantages of utilizing social media in business as well as the risks involved

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OBJECTIVES

The article has stated an objective which is to recognize the effect of the social media in term of business organizations, to identify the element that play significant role within the option of social media especially in business development, to figure the advantages, disadvantages, and hazards of online platform in business and to study how an association effectively coordinated social media into business

STATEMENT OF PROBLEMS

In this article, it has stated that there are few problems driven by the impact of social media in business. The article mentioned that the disadvantages and risks of social media are presented in this paper. The following risks and disadvantages have engaged the media social in business operation. According to the author, the interview mails form has not yet been done due to insufficient time. Through observation and a thorough literature view, majority of the businesses use a combination of social media and traditional to interacting with their clients.

LITERATURE REVIEW

Studies have shown that the evolution of social media application in social media is increasing in business organizations. A doctoral student's research which comes from the United States mentioned that the company's management must establish a relevant organizational potential to assure that the social media integration process is successful and the core purpose such as promoting, public relations, customer serves and marking can be improved.



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One of the researchers emphasized the impact of social media marketing and strategies which assists in interfacing themselves with social networking sites which currently an individual can remain far yet connected. The author even highlights features and the rise of social media which include the significant social networking existence throughout the 21st century. According to the Indian researcher, the majority of the organization utilizes a blend of traditional and social media to reach out to their clients.

On “The Effect of Social Media Usage of Organization”, the researcher observed by the interview with top corporations and reported that the qualitative technique was utilised to discover the characteristics that influence social media usage as well as its impacts on organizations. A study of research that conducted by students from New York University has stated that promotional activities paired with characteristics allowing the explicit or implicit of endorsement on social media platform outcome in statistically significant positive abnormal returns on the subject of new followers for the respective brands



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METHODOLOGY

This study is a descriptive study that employs a qualitative method and relies on secondary data gathered from observations in online social media programs and tools as well as interview forms distributed to business development managers. There are several methods that use to fulfill this research

The data in this article will be analyzed to determine the advantages and disadvantages of social media applications in business organizations. In this article, in order to discover the impact of social media usage in organization, an interview was conducted, and a qualitative method was used. The data was collected between October 2011 and February 2012.

FINDINGS

Based on the article, the research finding has reported that roughly 60 percent of shoppers who conduct product research online learnt about a merchant or brand through social media. Other than that, the critical use of social media for other businesses is to maintain the track of the organization's competitive position by allocating the importance of market information and statistics about the industry as a whole. The article examines the impact of social media in business organizations by focusing the competitive advantage on organization engagement in social media. The finding results of this article also figure out which social media applications are commonly used in business



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RECOMMENDATIONS

The author indicates that social media also promotes the exchange of knowledge and skills, resulting in speeding up innovation and development of new goods based on consumer input and recommendations. Despite there being many good elements to influence social media in business, organizations must nevertheless consider some of the risks and disadvantages in order to be efficient.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

In this modern era, social media has the potential to be a successful platform for business record management. Social media applications can be very useful in a variety of business activities which can enhance their business. It is very essential for record management to access the data that have been retrieved from the business.

The impact of social media in business is significant where it can contribute knowledge in the areas of business growth, management and record keeping. Not only that, the awareness result on the impact of social media platforms can help the community to use it effectively in business organization.



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The outcome of the impact such as the advantages, disadvantages and the risks factors in using social media platforms can produce a well known image for an organization as well as boost the brand awareness in business. Nowadays, many organizations choose social media platforms as a key to promoting their brand and an ability to reach more consumers through social networking.

CONCLUSION

To conclude this study, the researcher addressed the variables and primary components as well as the benefits and disadvantages of utilizing media social in operating a business development and performance. The use of social media applications has proven that it helps a business in promoting brands or products that will engage them with their client and also satisfy their customer needs.

Nowadays, many businesses have use media application tools as one of the strategies to enhance their brand awareness toward the customers. This study has concluded some of the advantages, disadvantages and risk of social media so that a business can avoid any problems and ensure their online image harmonizes with their brand image.

