

AN ANALYSIS OF BUSINESS THROUGH SOCIAL MEDIA

Master's (One year) thesis in Informatics (15 Credits)

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2013MAGI07



HÖGSKOLAN I BORÅS
INSTITUTIONEN HANDELS- OCH IT-HÖGSKOLAN

Title: An analysis of business through social media

Year: 2013

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Abstract:

In recent years social media has become ubiquitous and necessary for social networking and content sharing. Social media reached a stage where its impact is being felt by larger organizations that exist today. It has become necessary for the organizations to re-examine their existing business processes and formulate new business processes to compete in the globalized markets. In our paper we are going to deal with issues like how the social media affect the business processes and why they are affecting the business processes in contemporary organizations. The success of a business depends on effective implementation of its business processes. So these business processes when being designed several factors are being taken into consideration. Social media facilitates for the conjecture of a mixture of people from different domains for sharing of content, it serves as an important and indispensable factor in defining business processes.

Keywords: Social media, Facebook, Twitter, MySpace, Blogging, YouTube, Wikipedia, Podcasting, Business processes.

Acknowledgements

Business processes through social media is a newfangled trend for today's businesses. As social media constitutes a rich pool of information, with successful implementation of new strategies, methodologies. Businesses can gain a great worth from social media and moreover this area of study lies within the limits of field of informatics. Our thesis is a little contribution to the research that is being performed within the area.

We would like to thank Anders Hjalmarsson for his great support throughout the complete research process.

We are thankful to all the participants in our empirical survey and helped us through the interviews for making the empirical survey success.

Borås, October 2013

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1 INTRODUCTION

1.1 Background

Tim O'Reilly (2005) developed Web 2.0 as it consists of online activities. The user can contribute and also can create content. Examples: Wikipedia Online advertisements, and Blogs. The advent of social media and Web 2.0 the business world is looking into new plausible ways for engaging with the current and potential customers. With social media, e-Businesses can capture plenty of available useful information. (O'Reilly, T, 2005) Social media are commonly made a conceptual connection with social networks. With thriving in technology and the growth in digital media usage (Morrison & Cheong, 2008), advertisers are searching new ways to grasp consumers. Numerous studies point out an increase in social network usage (Goldsborough, 2009). While young people significantly 25 to 34-year-old were first and foremost users of social networks and white-collar professionals to use these (Kim, 2008). Corresponding to an article published by *eMarketer* on social networking activities of the US, many companies use Facebook and social network sites. 29% social networking tools to manage or build their brand, 14% of company CEOs were on Twitter, and 13% posted corporate videos on YouTube, (Deloitte, 2009) 31% company CEOs were on Facebook. This survey exhibits some of the new way points businesses can utilize social media platforms for advertising and promotional purpose beyond traditional online banner advertisements. Each determined attempt represents companies' desire and zeal to not only gain awareness, but also interacts with consumers on a deeper, more personal effecting degree.

Studying social media is a significant way because consumers interact with these platforms differently than traditional media. Social media encompasses an inherent shift of informational power from the advertiser to the consumer, in which consumers decide which content to ignore and which to pass along to others in their network. Many consider this sharing of online content as powerful as word of mouth marketing.

Study by the Nielson Co. in 2008, revealed that 78 percent of the consumers are said to be credible upon the opinions of their peers rather than advertising or all other sources of information. And moreover it revealed that the companies that are not ready to heed the

customers voices or opinions about losing their customers and also about their prospects to those that.

These are the evidences which give our claims on social media:

Move over, email

The use of social media now surpasses email as the most popular Internet Activity, according to a March 2009 Nielsen Co. study.

Social media is not exists for the young:

According to April 2009 statistics from Facebook, the fastest growing demographic on that site today is users 35 and older.

Embracing Social Media to Provide Next-Generation Customer Service:

As per the September 2008 Gartner report “The Business Impact of Social Computing on CRM Processes,” Michael Maoz writes, *“To a greater extent than ever, customers are forming Opinions, seeking information, sharing experiences and creating content on social networking sites that are outside the enterprise’s control. The customer experience is twisted together tightly with the organization and its employees, but the sharing of these experiences is wide ranging, and few enterprises entirely, outside of their control.”*

In-order to get some influence over how the customer led conversations is to involve in the customer conversations actively and thereby identify the bottlenecks and areas where the brand or company failing to heap up good name. By this the organizations can restore the brand name and strengthen their brand value and gain customer satisfaction by straightening the deviations or glitches either in products or in the services. We will be a sight into different and several configurations of social media and we will be emphasizing the significance of social media in various fields of interest, significant business. As the main purpose and objective of any business processes involves in casting an output that has some value to the producer. As social media draw in a various individuals who comprises of customers, producers and future potential customers, management, observers etc. there is plentiful of unstructured information. Our triumphant depends on

how well we can use this data for business determination. According to Forrester (2012) research, the sales of software to run corporate social networks will grow 61% a year and be a \$6.4 billion business by 2016.

As the field of informatics deals with how Information technology affects the business and ethical aspects that are needed to be take careful insight while designing and implementing an information system. Here in our paper we are dealing with how the social media is going to affect the business processes and why it's affecting the contemporary business organizations.



Figure 1: Social Media Marketing for Business (eMarketer, 2008)

1.2 Statement of problem

A business in order to grow in the process, develop and to provide a better service to the people there must be an involvement of the people they may customers or critics or financiers etc. With the widespread usage and development of social media where it is

common articulation point for a variety of people, we can exploit the merits of social media.

As it is evident from the statistics given by social media websites about their huge number of users there is vast scope for business on social media websites like Facebook, YouTube, Twitter, Wikipedia. In a world of information technology where social media has become the day to day essential need and part and parcel of life, we cannot ignore the significance of the social media while designing a business process. In our thesis we will be highlighting how social media will affect business processes of contemporary organizations and why it affects business.

1.3 Purpose of the study

The purpose of the study is to show how the social media, which is available in quite a different set of ways, creates its impact on the business processes that are now being employed by organizations.

- A presentation in clear-cut terms the purpose that guides the researchers.
- A presentation of motives for this purpose.

1.4 Research questions

The research questions that we are going to address in our thesis are:

1. How social media affects business processes in contemporary organizations?
2. Why social media affects business processes in contemporary organizations?

1.5 Target group

The target group in our thesis are the people who design business processes that have direct impact on people. This also relates to all the people who are using social media and people or organizations who want to change their business with the help of Social media like Facebook, twitter etc.

1.6 **Delimitations**

There are areas that are in contact with the research question but we are not going to deal with them in our thesis. They are

- Why business processes need to be reengineered?
- What are the problems associated with the reengineering of the business process?
- How to evaluate the effectiveness of the reengineered business process?

These questions are left out of the research even though they are relevant to our research questions.

1.7 **Expected outcome**

The expected outcome will be the demonstration of the impact of social media on the contemporary organizations, why and how they are affecting is shown by taking the aid of a real-time case study.

1.8 **The author's own experience and background**

We have been using social media like YouTube, Wikipedia, Orkut, Facebook, and Twitter from our past 6 years. I took part in an internship that designed a social networking website. We have navigated through social media pages that have some business value according customer's perspective as well as producer's perspective.

1.9 Thesis Outline

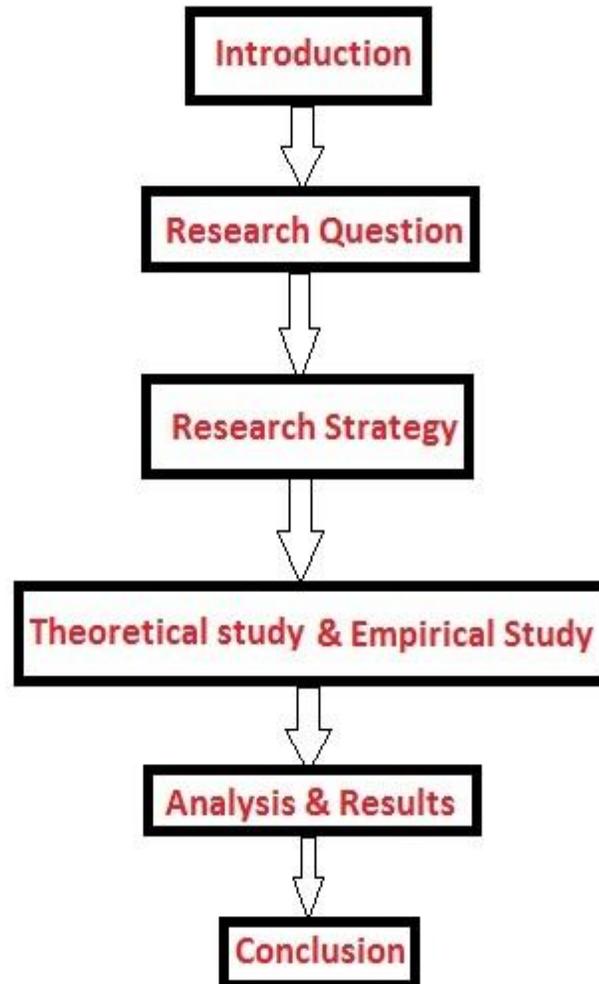


Figure 2: Thesis Outline

2 RESEARCH DESIGN

2.1 Research perspective

The main purpose of our thesis is to create theoretical knowledge about social media which is sprawling to every corner of the world and about some ways or measures by which we can use the rich pool of information or data for businesses. Every research can be based on two perspectives i.e. Positivism and Hermeneutics. (Rudestam & Newton, 2001)

Our thesis mainly focuses on creating knowledge through analysis. For our research hermeneutics are the most relevant approach because it aims at construing and explaining meaningful concepts (Gilje & Grimen, 1992). Every conscious act of humans is intentional so by these intentional acts a human constructs his or her own world. (Nordin, 1995 & (Ödman, 2004) There is no general pattern for hermeneutics but the researcher has to learn from experience. (Benediktson, 1989) Emilio Betti hermeneutic perspective that exists today is not only texts can be a basis for interpretation but also other creations. (Benediktsson, 1989) The main aim of the interpretation so to reveal the original intentions of the creator (Benediktsson, 1989; Christensen, 1994)

Ricoeur (1974) means that also actions can be interpreted as texts and these texts should be regarded as autonomous. Ricoeur (1974) says that, if a person is unable to understand the text in itself the person should resort to methods for understanding the meaning of the text by analyzing the structure of the text.

Our research mainly involves in the interpretation of the text so as to gain successful results or outcomes. As the management or business eavesdrop the discussions between various users about their brand or an unsatisfied customers the listener or reader should be able to understand the text so as present there with necessary solutions that can help the user or customer so that businesses can gain worth from it. As our research involves understanding the users or the customer's intentions and opinions about the brands and the feedback of the services and products provided by the businesses we need to analyse the text through which the customer expresses himself in social media platforms. As most of the social media like Facebook, Twitter and online communities

provide a textual environment for expressing their views, we need to be experts at analysing the texts. So we choose hermeneutic perspective for our research.

There are two approaches for designing the research design perspective they are qualitative and quantitative. Qualitative approach is the set of research techniques in which the data is collected or inquiry for the data relevant to a specific case is made from a relatively small group of respondents and not analysed.

The research perspective that we are employing here for dealing with the questions of our thesis is qualitative perspective. We choose a qualitative perspective because we will be substantiating the aim of our thesis by studying, evaluating a real-time case study. Even though, we will be using numbers to show the significance of social media in the present day business scenario. We have not adopted quantitative perspective because we are not going to demonstrate our results or outcome by numbers or statistics. For this reason we have not taken quantitative approach. We are employing qualitative research for our study.

2.2 Research strategy

The various research strategies can be adopted for doing the research, exploratory, descriptive, and explanatory.

Exploratory studies: Exploration studies are considered when there is less clarity about the situation they are going to consider and also when there is no handful of information about how situations are dealt in the past. In situations like this lot of exploration work is done to gain grips over the situation. (Boris Blumberg, Donald R. Copper & Pamela S. Schindler, 2008).

Descriptive studies: In descriptive thesis patterns, trends are observed from the statistical data. These are more formalized than the exploratory, and typically structured with clearly stated hypothesis or investigative questions. (Boris Blumberg, Donald R. Copper & Pamela S. Schindler, 2008).

The research strategy we are implementing in our thesis is exploratory studies. As the business through social media is a new concept we do not have grips over the situation as

well as we do not have handful of information on how to deal with these situations. So we adopted exploratory studies so that we gained knowledge of our situation by using questionnaires and interviews. The case study we are considering here is the Talent Sprint organization. We will approach the organization management, responsible for the support of information technology, students using social media and a person from marketing departments in the Talent Sprint organization. We will be preparing questionnaires with a set of question's that are helpful in gaining the knowledge about how and why the social media is helpful in assisting several processes such as admission of students from different locations and recruitment process etc.

2.3 Data collection procedures

There are different ways used for data collection and in our research we used questionnaires and interviews as tools for data collection procedure. We are collecting the data in two steps/ways and they are the following:

- ✓ Questionnaire
- ✓ Interviews

Questionnaires:

A questionnaire is said to be standardized when each respondent is asked with similar questions as of other respondents. We had planned and designed a standardized questionnaire. (Maria Teresa Siniscalco & Nadia Auriat, 2005)

More often standardized questionnaire is used to collect information about various aspects of media, personal interests etc. (Maria Teresa Siniscalco & Nadia Auriat, 2005). Maria Teresa Siniscalco & Nadia Auriat, (2005) has classified structure of questions into three types, Closed, Open-Ended and Contingency questions. The internet provides researchers to explore different people in different parts of the world easily, cheaply and quickly. The questionnaire is carried by emailing questionnaires to people to be completed and reply back by email. Another way is by asking people to visit the website and fill the questionnaire. (Oates, 2006) In this study for interviews we have used questionnaire as a tool.

We are using questionnaire as the initial step for the collection of data. We will design three questionnaires that clearly reflect the functionality of the social media that is being used by the Talent Sprint organization for business activities. We use first questionnaire to interact with the students who are using the service through social media and second questionnaire is for the concerned person responsible for the IT support of the Talent Sprint organization and the third is used to interview marketing person of the organization.

The following steps are considered while designing a questionnaire.

1. Defining the objectives: The objectives should be defined clearly and properly by the Researcher.
2. Select the sample group: Selecting target group is also an important task in the setting of the questionnaire.
3. Writing the questionnaire: Prepare the questionnaire based on the objectives of your research.
4. Analyzing the responses: Analyze the responses that are given by the people who are participating in the questionnaire survey.
5. Interpretation of responses: Finally comparing all answers for arriving to the final results. Based on this we will be addressing questions like, why social media impacts the business processes and how it's affecting.

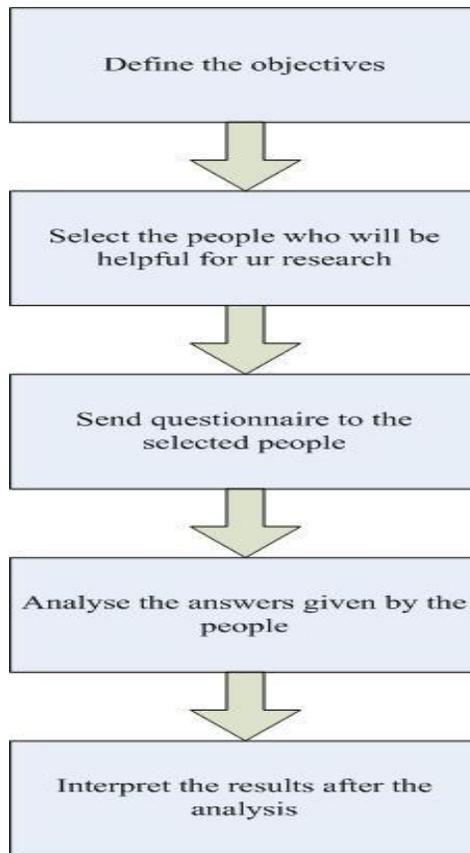


Figure 3: Steps showing the questionnaire procedure

Text Analysis:

Text analysis is nothing but extraction of relevant data from research papers, searching internet, documents, books etc. After collecting appropriate data for this study later we have to analyze those collected content and then fetch the exact literature required for this study. (Creswell, 2003)

Interviews:

An interview is a conversation between two or more people, in which one (interview) will be asking questions by the other (interviewer). All the interviews were made face to face. Before interviewing the each person we thoroughly went through the answers that he has given to our questionnaire. We also studied about how to conduct interviews and we prepared a perfect structure to perform interviews for our convenience. We did not perform any pilot study before conducting the interviews. Therefore we gave additional information to the respondent's by explaining some of the concepts that were used in the

interview structure. Before going to conduct the interview we intimated to the participants about our research study, and what kind of information we are expecting from and also told them that we are making use of the information given by them. The interviews we have done are properly documented through notes. According to Yin (1994), an interview is the most important source of data collection. The interview can be done through direct interaction, telephone or e-mail. The purpose of an interview is to collect data, related to a certain problem through the views of people. The risk with this technique is that this process is long and time consuming and sometimes interviewees do not respond properly.

This is the second step of our data collection procedure. In this step we are going to interview the people in depth according to the answers they were given to the questionnaires. In the step we are going to do deep analysis on the data that is collected in the first step and important data is collected which is helpful for research.

The reasons for choosing Questionnaire & Interviews:

- We have selected questionnaire for our initial step because we need to collect the data from the different people who are working in an organization, they cannot allot more time for us to interact with them. So if we prepare questionnaire with the direct questions what we need for our research than it will be easy for them to answer directly in a short span of time and they will be ready to accept our request that to be part of our research.
- We have selected interview after the questionnaire because we are going to interview the people according to their replies to our questionnaire. We are going to get some more valuable information from these interviews which will be very important to get the solutions for our research questions.

Based on this we will be addressing questions like why social media impacts the business processes and how it's affecting.

2.4 Data analysis procedures

Researchers generate the information by analyzing data after the collection. Data analysis usually involves reducing accurate data into a manageable amount,

developing summaries, looking for patterns and applying qualitative techniques (Boris Blumberg, Donald R. Copper & Pamela S. Schindler, 2008).

As we have mentioned in section 2.1, we have selected qualitative approach in our thesis. For analysing the data that were achieved by the questionnaires we will be interviewing the person involved in the support of Information Technology, students using social media and a person from marketing departments in the Talent Sprint organization. According to Boeije (2002), “*The constant comparative method (CCM) together with theoretical sampling constitutes the core of qualitative analysis in the grounded theory approach and in other types of qualitative research*”. The important points which are gathered or collected in theoretical and empirical findings are analyzed and compared. The comparative analysis method is used in our thesis, so that we will be driven to a common point or the intended results. After this we will be in a position to demonstrate the research questions.

2.5 Strategies for validating findings

For every study accurate and valid data play a vital role. Trustworthiness, Authenticity and Credibility are vault to qualitative literature (Creswell, 2003). Researchers should document the whole research and expect that one could follow it (Oates, 2006). According to Oates (2006), the credibility of any study deals with the source of data collection, presentation of data for the target group for whom this thesis has been done. For this thesis we have chosen journals, books and empirical survey so that our thesis will be credible. In this study we will compare our theoretical findings with empirical study.

2.6 Result Presentation Method

We will be presenting the results of our thesis with the help of answers that are given in the questionnaire that is posed to the people we are going to interact with. So we will provide the text for presenting our thesis results.

3 THEORETICAL STUDY

3.1 Key concepts

The key concepts we are going to use in our thesis paper are business processes, Social media, Facebook, Twitter, YouTube, Wikipedia, Digg, MySpace, Blogging and Podcasting.

Social media: Andreas Kaplan and Michael Haenlein define social media as "*a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content*".

Video Sharing: Users can upload and comment on videos. Examples: YouTube, Vimeo.

Photo Sharing: Users can upload and comment on photos. Some photo-sharing sites offer a user license agreement that allows bloggers and website owners to use images. Example: Flickr

Podcasting Communities: Podcasting communities are social networks that help connect podcasts, advertisers, and listeners. Example: Blubrry.com

Social Networking Sites: Focuses on building relationships among people with similar interests and activities. Examples: Facebook, MySpace, Friendster

Content-driven Communities: Also known as "Wikis." This type of social media is popping up everywhere. The largest and most well-known, of course, is Wikipedia.

3.2 Subject areas relevant for the research

There are different set of subject areas that are under our consideration of our research. They are as follows

1. Business processes in contemporary organizations.
2. How social media is revolutionizing today's media.
3. How and why social media affects business processes of contemporary organizations.

3.3 Previous research

While carrying out a literature review of the thesis we have got many journals, articles on social media and its effects. But we didn't get accurate previous research work done on our research questions. We searched through online sources like IEEE explorer, Google search engine. Previous research done includes research in the field of business process thinking and how social media is useful for business success by using tweets, Blog, Link and posts. So by evaluating these two research areas i.e. how a social media in an organization is seen according business process thinking and then we will be studying how different organizations are using social media for their business success.

3.4 Relevant literature sources

We have studied the literature and got lots of articles which deal with the subject areas of our study. These articles described about the effects of social media. The articles provided below gives us a robust theoretical framework for our thesis.

- The research article on “Social Media Marketing in a Small Business: A Case Study” Sarah Cox (2012)
- The research article on “Marketing through Social Media” Jaana Rantapelkonen Ahlberg (2010)
- The research article on “Social Media as a Promotional Tool” Vladimir Kichatov (2010)

3.5 Social Media

According to Kaplan and Haenlein, social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0", and that allow the creation and exchange of user-generated content.

Social media can be categorized into six types:

- 1) Content creation and publishing
- 2) Content sharing
- 3) Social networking
- 4) Collaborative producing

5) Virtual worlds

6) Add-ons.

According to (Gordon.J, 2009) the figure below depicts the various business processes social media is used for.

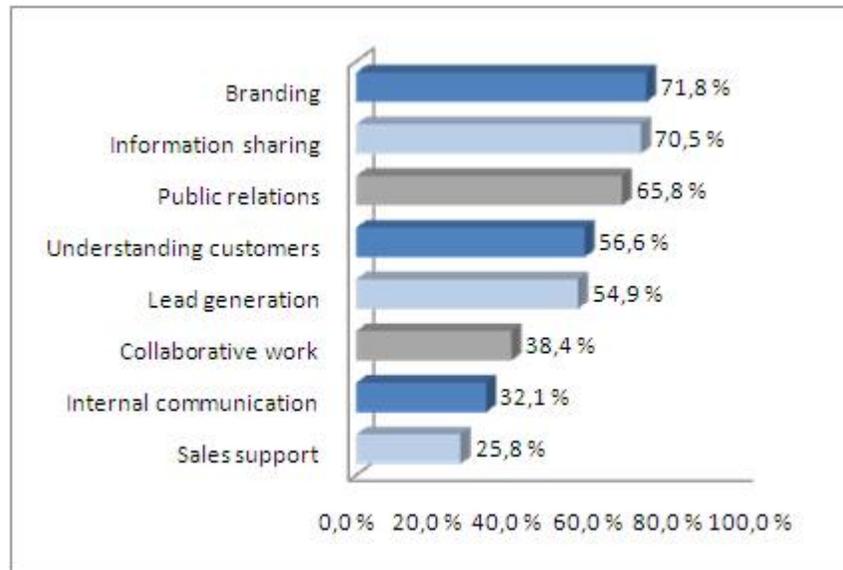


Figure 4: Various business processes social media is used for (Kaplan and Haenlein, 2010)

3.5.1 Business Processes

According to Goldkuhl (1996) a Business process is a process consisting of activities which are performed when a corporation is doing business. According to Lind (1995a) the definition of the process/ business process concept of several writers are valued and compared. The following conclusions are drawn:

1. A business process consists of activities that refine input to output. During the refinement process objects flow from one activity to another. The activities are contextually related to each other.
2. The result of the business process is of value for the customer.
3. Only a few of the authors argue about the range of a business process. Where does a business process start and end?

4. To regard a corporation from a business process perspective means that it is looked upon from a horizontal perspective. A business process normally crosses several organizational functions.
5. Adopting a business process view of a corporation implies a strong emphasis on what is done and how it is done within a corporation, in contrast to who is doing the work. Some authors mean that a business process needs a process owner.
6. A corporation consists of several business processes.
7. A business process consists of one primary process and one or many support processes. The support processes are supposed to give support to the primary process

According to Davenport (1993) regards a corporation as consisting of a number of Sub process. The main objective of each Sub process is to deliver an output of high value for the external customer. According to Davenport, there are several sub processes among them these are some of the examples. They are

- The manufacturing process
- The logistical process
- The marketing process
- The order management process
- The delivery process

The primary objective of any business process is to provide a refined product. According to Porter (1985), a business process is regarded as a value chain. This value chain generally consists of two activities in order to reach to the margin. They are primary activities and support activities. According to the definition of a business process the activities that are performed in an organization should be as value adders for producing a refined product. These activities are done until a high value fine product is delivered to the external customer.

According to Porter (1985), not all the activities in a corporation act as value adders. According to his view there are some activities that are of primary importance to the external customer and activities that are not of primary importance to the customer but

have a secondary interest. During the delivery process there are some activities for supporting the business process they are not primary processes but of very important for primary processes. According to porter, secondary processes contribute indirectly to higher value for the customers so they are necessary to the primary activities. A business process consists of activities that are contextually related to each other. (Jacobson, 1995) Every business process ends with a result which is of some special value to their customers by solving a task.

3.5.2 Business processes and its components:

A business process consists of different activities, they are.

1. Primary sub processes.
2. Supporting sub processes.

Each business process consists of a sub process and possible supporting sub processes. The primary sub process consists of the business logic between a supplier and a specific customer. Porter (1985)

The supporting sub processes support the primary sub process and its characteristics are either a condition or a consequence of the performance of the primary sub process. In the 21st century the most important aspect of any organization is to adapt to the fast paced changing environment. For an organization to be responsive to the ever changing environment the organization structures should be implemented as process oriented structures. Most of the literature for business processes is suggested by business process management and business process reengineering. In order to show how social media affects business processes of contemporary organizations first it is essential to explain the definition of business process in different perspectives. Davenport (1993)

According to Jacobson (1995), a business process is defined as “A set of internal activities performed to serve a customer”. According to Hammer and Champy, a business process is a ‘Set of partially ordered activities intended to reach a goal’. In general a business process is about a sequence of activities that are related to each other for that takes some input and delivers an output of some value. If we consider a

production process, it is a linear process that takes inputs and refines it and delivers an output.

- **Social networking in a world of business:**

Before the arrival of the internet, when there is no such thing called social media like Facebook, Twitter, Wikipedia. People used to use dairies for punch cards with appointment details and engagement times. But even then the business world moved through these unfavourable situations. With the arrival of the internet several radical changes took place in the business. (The social media manual, 2007) This elevated the capabilities of the business people in managing their resources available for maximum benefit. The advent of social media like Twitter, Facebook, MySpace, LinkedIn, blogs enhanced business people to exploit the popularity of the Social media. As the applications are being developed on Facebook and YouTube, twitter the business people got to know how to address the business challenges through social media and they made business issues to be worked out with great precision and fun. There are millions of users worldwide for the internet. (RJ Metrics, 2010) Their number increases from time to time as the technology advances from day to day and the availability and the reach of the technology is advancing at a fast pace. The main intention of the social networking websites is to facilitate the communication between users who are well acquainted with each other and friends. Later with the greater reach of the social networking websites like Facebook, Twitter the business community got an innovative idea to use the social media for business like propagating their business through fan pages providing information about their products uploading videos and knowing the feedback from the people and making new contacts etc. (Schnofeld, Eric, 2009)

The business people constantly reviewed their products with the feedback given from different stakeholders from various areas of interest of the people. So business people learned themselves the ways to explore people from different social, economic and cultural backgrounds and promoting their products through social media. (Cheong, H. & Morrison, M. 2008) These new strategies and steps that are undertaken by the business community paved the way for interaction of the users with the Producers or Management

personnel. (ComScore, 2010) Now-a-days Businesses are using social networking sites as tools to provide the information about their products and their offerings and about the support provided by them. They are creating profile pages with the product details and providing the contact information and by uploading the photos of the personnel who are the stakeholders of the company. So this type of move personalizes their businesses. (Goldsborough, R., 2009). Creating profile pages and fan pages on social networking sites draws people from a variety of users. They aid different groups of people to interact with each other. As the application the social media sites provide options for adding friends and create communities there is a lot of scope for gathering people and promoting the products of their businesses. As each person who starts to use the social networking website connects to different sets of people the network keeps on increasing and it's a continuous process. The networks keep becoming bigger and bigger with the advancement of days. So there is a greater scope for drawing attention from a greater number of people. (Guardian, 2006)

- **Marketing:**

Businesses are viewing Social networking sites as places where there is large scope for marketing of their product. Businesses in social networking are employing different strategies for finding ways to explore and establish business through social media. Business personnel are explored through the profiles of potential people and promoting their products based on the information provided in their profile. They will analyse the friends and fan pages profiles to look into ways in order to mitigate their business targets into the customer's interests. The ways that are being employed by social media are also cost free for gaining popularity among the customers. (Emarketer, 2006)

- **Communication:**

Social networking applications are communication platforms. By using applications like Twitter, Facebook, and blogs, businesses can communicate directly with their customers. They can obtain feedback and ideas, monitor conversations about their businesses and let their customers know that they are genuinely interested in them.

Communicating is one of the key means for establishing strong customer relationships. Social networking websites can greatly aid the businesses if they are up to date and are utilized effectively. (Guardian, 2006) They can market their products with low cost and faster reach is available when compared to other means of advertising. As a business tool social networking can completely change the ways in which the operations in a business operate.

- **How social networking is influencing Marketing:**

Social networking was thought of as a simple platform for communicating between people from different walks of people who are well –known to each other. From this point Social marketing has reached to a point where the marketing departments of the companies are looking at social media to aid them in marketing their products through social media. People are finding ways to incorporate the social media tactics for customer relationship management. (Intelera, 2004) This enhances the company’s credibility, popularity and influence over a large group of communities. As the social networking is connected to consumers and clients social networking eases the processes.

There are a variety of social media they are Facebook, Twitter, and Blogs etc. As the applications on these social media platforms increase day by day there is an increasing number of public that is being in contact with the Social media. (Mashable, 2013) So there is good scope for posting videos, comments and pictures and reviews on the products. As promoting the business products through social media is completely free there is a lot of scope for saving money and we can gain a lot of profit. While there are many types of social media it is important to find out appropriate social media for our business purpose. (Intelera, 2004)

1. **Defining Goals:** Designing a marketing strategy with our goal in mind. Defining a goal enables us to choose the best medium for reaching the goal effectively. Target group identification is one of the key issues to be considered for choosing appropriate media for business through social media.

2. **Choosing a Social Platform:** The availability of the social networking websites is very high. Choosing best networking website should be done in a scientific way with more research in choosing best website.
3. **Don't push ideas:** Users of the social networking websites expect information should be more in an informal way rather than business promotion. We should consider that social networking encourages genuine interaction between the consumer and the company. Social media serves as a medium of communication.
4. **Involving Customers:** "No communication is effective until it is two way." Providing information about the products without involving customers turns out to be monotonous active. So the best way to involve people in the promotion of social media is to start discussion boards and start. As a customer perspective there is a great need for them to be heard. Making changes in the products based on the reviews and feedback given by the customers is of vital importance for the success of the products.

By using the social media platform companies can easily reach a large number of customers. By effective use of social media companies can share and organize their markets. There are different strategies that can be adopted for disseminating information to large groups of people. Through Social media business people can induce people to buy your products by attaching the articles that are helpful for the customers. (Mashable, 2013) One of the benefits in social media is that we can find like-minded people and share best practices that can improve the business through social media. As there are different channels for disseminating data through social media like Blogs, Facebook, YouTube, Wikipedia, Twitter. We can choose the best appropriate service for promotion of the products. Through twitter we can get to a large group of people through short messages often 140 characters. In Facebook we can create fan pages and upload articles, Videos that can aid in promoting the products. (Techradar, 2008)

Social media is hard to ignore in present day business scenarios. Customers need products and services that they can trust. In social networking customers trust

people who have direct experience with the usage of the products. In today's business world where customers have access to a plenty of information, it is necessary to have your company stand above the rest.

- **Integration of social media with Marketing:**

Over the past few years, the popularity of social networks has shown a steep rises tremendously. According to a recent study conducted by Forrester Research, “about two-thirds of all North American youth use some form of social network on a daily basis, and about one-third of adults in North America log onto a social media site at least once a month”. Social networks, has access to millions of people from all around the world from different countries. It changed the way marketers look at, and sell to, audiences.

Social networks put the customer in touch. It is the customers who decide the fate of products brand and images even if we spend huge amount resources for advertising the product. Any wrong move by a company can be a reason for initiating negative conversation among users, which leads to diminishing public relations or even stops the further promotion of the product. Smart companies can step in, joining these conversations before it's too late and taking steps to rectify the problem and improve their image. Marketing can take this to a new extent of forming relations, starting new relations and contacts through a social media platform like Facebook, Twitter. Marketers can gain information from the customers through feedback and product reviews. We should consider some important steps for promoting marketing through Social media. If we want to merge marketing with the Social there are some steps that are to be considered. (Techradar, 2008) These points may be helpful for developing marketing through social media.

1. **Building cordial relationships**

While promoting products through social media we have to be careful on how to attract the customers. If our only intention is to promote our products then the customers are not interested because for buying and selling products they would prefer e-commerce website rather than Social networking websites. Even though getting to the

point in straightforward ways pays you. But involving the customer in the Process for enabling him to choose the right product comes all under social networking. (Schnofeld, Eric, 2009) A good social networking builds relationship with the customers which in turns payoff for the businesses.

2. Don't over expect

Social media is a great tool for aiding in promoting the products of a business. But social media cannot be relied upon as a marketing channel. Social media should also be accompanied by traditional ways of marketing that are employed. Replacing the other marketing strategies with social media is not a good idea. (Kaplan, A.M, Haenlein, M, 2010) Because business through social media is still an evolving concept not a completely evolved concept. In near future we can expect full implementation of strategies for business through social media.

3. Finding people who can impact larger groups of people

There are few people in any community or society or in any company whose words are considered to be valuable and people are ready to believe what they say. So find such kind of people for promoting business is useful task. If we can convince them that our product is up to the mark of the customer's needs then we can reach to larger groups of people if we can make these people to promote for us. (Kaplan, A.M, Haenlein, M, 2010)

4. Building a brand

For promoting a product through social media it's always a good idea not to stick to any single channel for promoting business through social media rather promoting the product through various means of social media under a brand name. So people will be recognizing your brand. Looking into a product advertised for several times creates an impact on the sub-conscious mind of the customer. This can help in building a brand that gets into people faster than any other brand.

5. Connecting with today's customers through social networking

Social media creates a common platform for meeting of people from different

backgrounds and cultures and countries. If any Business needs to globalize their market and products then it requires a globalized platform for promoting their products. Social media is an appropriate platform for globalized marketing. (Schnofeld, Eric, 2009) Because a social media is not regulated by any state rules it is easy to gain people's attention across the globe. As social media are having a variety of platforms like Facebook, Twitter, LinkedIn etc. Each can be used in a variety of ways for gaining promotion for the business products. As Twitter allows the comments up to 140 characters, the positive comments can be used as testimonials for the product and can promote the products. The negative comments can be used as feedback for better improvement of the product. (Kim, S, 2008).

In a various business process recruitment of employees at various stages is crucial. By using the social media these recruitments can be undertaken like LinkedIn. By following the Personal traits and qualifications and Experience, the recruiters can easily find their employees through Social media. Another Important Business Process is Customer support. Through Blogs and creating fan pages and discussion forms the people can be readily in contact with customers for supporting them in their problems or needs regarding their products. (Blog Cyclope-Series, 2013) As social media is readily accessible by various groups simultaneously all around the world the customers can get instant support through social media. Usage of social media for business is a new and worthwhile concept. As the these platforms for promoting their products are absolutely free business people can easily adapt to this new trend through which they can gain promotion all over the world.

3.5.3 **BLOGS:**

As the popularity of blogs are evident in the present world where its usage as reached to all ages of people and all sections of people like for kids to corporate people to the Celebrities. The concept of using blogs as a platform for promoting business products cannot be ignored. (BlogTalkRadio, 2009)

Blogs can be about any topic form fun to business to movies to personal life. The term

Blog came from the term 'Web-logs' which enable the users to post some data and information about any topic that is readily available for anybody in the world who are interested. Blogs are currently in usage hundreds of millions of people connecting across the globe. Blogs are also considered to be a social media tool. (Blog Cyclope-Series, 2013) So this vast reach of people and their popularity attracting the business community to gain some profit out of these Social media. So they started using blogs to provide information about their products and for sharing the customers experience and marketing, Customer support. Using blogs the companies can gain the following advantages. (BlogTalkRadio, 2009)

- **Attract Customers:**

With the usage of the Blogs the customers can gain information about the company and the product so that it will help them in deciding whether to rely on this product or company is good or not recommendable. (Blog Cyclope-Series, 2013) By maintaining the blogs with current up to date information about the products and maintaining them with creative and interesting information aids the customers to scoop into the company businesses. The new developments, Innovations and the future projects they are going to undertake and lots of interesting stuff in the blogs attract the users to their blogs.

- **Supporting Customers**

Blogs are designed to be as a platform for communicating with the people from different interests and people from different countries from different arenas of life. As the Blogs are intended for developing relations between different people the Business community is looking into ways for gaining Profit in Business through Social media.

As the Blogs arise as a communication tool for various people it is also being looked as a tool for interacting with the customers by the Business community. (BlogTalkRadio, 2009) For supporting the customers the companies are posting information on blogs. The customers are facilitated to respond the information that was posted on the blogs by positive and negative feedback. If the company responds to the positive or negative feedback and modifies changes according to customers then it creates

a sense of belongingness to them. Having the customer informed about the company's progress and latest projects it's going to undertake the customer feels a sense of involvement and satisfaction in a company that in turn encourages the customer to purchase the products. (Businessinsider, 2013) The blogs that are developed for business are to be found with the latest information. Maintaining a blog is more than maintaining a website. Blogs are generally inexpensive to use but they are very efficient in promoting the products across the world. Blogs are Now-a-days used as a tool for promoting the business through social media. So through blogs the companies are providing several business processes for receiving feedback and for giving customer support.

3.5.4 How Twitter Is Effecting Customer Relationship Management:

Now-a-days twitter is used as a social networking tool for promoting business through social media. It is evident that the social networking sites are used for connecting people from different walks of life. (Schnofeld, Eric, 2009) Through customer relationship management (CRM) program businesses are using social networking for providing customer support. Twitter is a platform that can bring customers and producers to the common point so that they can negotiate on the products. So this greatly helps the business in marketing the product. Twitter is helpful for both customers and companies. Twitter allows a person to send messages that are tweets that can be of length of 140 characters. (Schnofeld, Eric, 2009) These messages are short, succinct, and direct to the point through which the business applications can be achieved. For getting support from the company that is about issues which need small answers then twitter is best recommended. If the problem is a very difficult problem then it can be directed to the staff concerned for that. These are the various reasons for why the current businesses are focusing on Twitter. (www.twitter.com)

- **Having awareness about the discussions that are going on twitter about their products:**

Having knowledge about what the public is thinking and talking about their products. This enables the companies to take them into considerations while reviewing

products like negative feedback is used for achieving a better products and services. And the positive feedback helps as a promotion for the products. Generally the discussions that are undertaken between customers are often frankly spoken. So we can easily gain an insight of how the product information has reached to the public.

- **Promoting Yourself:**

First the companies or business people should encourage the people to get into the usage of twitter i.e. to find them on twitter. The companies should provide links in their company websites. So that people will know that the companies are available on twitter too. Unless and until the public know that the companies are present on twitter they will not search or view them. Hence we have promoted ourselves to make the customers to follow us on twitter. (Smith, Shepard, 2008)

Twitter encourages the communication between people from different areas. This bridges the gap between the customers and the company people. Twitter encourages the people to buy products and is useful to exchange of ideas between marketing people in a more informal way. People, who want the issues to be cleared through twitter about the product, generally expect short answers that really solve the problems. That is quality answers will do the job. As the twitter gives short messages the quality of the message from the company matters most and moreover this is what people are also expecting from the company.

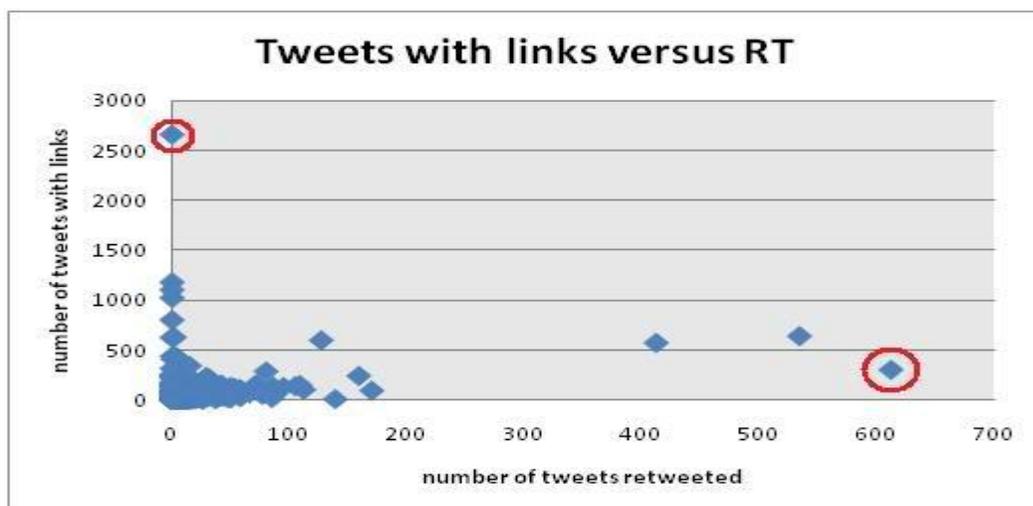


Figure 5: Tweets with links versus RT. (Schnofeld, Eric, 2009)

3.5.5 **LinkedIn to the business world:**

Social networking sites have reached to a new level of usage. It's now also being used in the business community like LinkedIn. These are now commonly used business tools for gathering leads, advertising, marketing and staying connected with others. This social networking site like Linked is designed for business professionals. By May of 2009, LinkedIn has nearly 40 million users worldwide. This website is completely developed by business professionals. These are features that are provided by the LinkedIn. (Search Engine Land, 2013)

- **Building a Network:**

In LinkedIn, after creating the account through the email account, all the contacts in the email account are imported into the contact. Then all these contacts have sent requests from a network among the people by connecting with each other. Then if his or her friend accepts the request and creates the professional account then this same old procedure repeats. In this similar way a network is built. (LinkedIn, 2013)

- **Gain New Leads:**

LinkedIn also prepares a way for creating a group for adding different accounts or people into the network. This aids the lot of people to start discussions and schedule meetings and keep informed. As there is a chance of forgetting important issues that are discussed in meetings. LinkedIn provided a solution to this problem by enabling the users to create a group through which the users can create a record of all the discussion that took place on a particular day. (LinkedIn, 2013)

- **Building a Professional Profile:**

LinkedIn provides a way or enables the people who are in the LinkedIn community to exhibit their qualifications and professionalism through various photos, sophisticated resumes by using various web technologies. They can upload all their experience, Educations their certificates and resumes along with pictures, slide shows etc. This enables the people from different areas to connect with each other and know the person with their qualifications. (LinkedIn, 2013)

- **No. of people that are connected:**

LinkedIn provides a very interesting and useful feature that is the LinkedIn enables to let us know about how many people we are connected with. So we can easily get into access to the statistics of the company. The no. of people a company is connected with reflects the success and productivity of the business. (LinkedIn, 2013)

- **Job search:**

LinkedIn is best used for searching jobs. This site usually designed for searching jobs. So embedding the search engine in LinkedIn makes it available all the jobs that are available nationally and internationally. This helps us to track the number of people who view your profile and also the number of times we appear in search results. It also enables the person or employer to find an appropriate employee who suits best to the job.

Social media like LinkedIn are using cloud computing. Cloud computing enable the users to use the tools of any software without installing the software. This profits lot of smaller companies so that they can be present at any time for the customers. Also there is no problem of software delays in cloud computing.

3.5.6 **How MySpace is used by business:**

There are millions of users who are connected to the internet. A very large groups of people are daily creating websites and portals on social networking sites like MySpace. Through this MySpace people can create communities and share information about them. The people who are in these communities interact with each other and share information and knowledge about the products. (Techradar, 2008)

MySpace is a social networking site that allows the users to create portals, post videos, music, blogs, forums, and messaging etc. MySpace supports customer relationship management. It paves a path for the business organizations on how to interact with the customers. They can post the information about the products and receive feedback about the products and services, develop relations with the customers. In addition to this MySpace also allows retrieving the information provided by the users and assessing their traits and interests. (Techradar, 2008) So that they can better promote their products

according to their wish and this work also enables them to predict the future sales of the product. Companies who want to use MySpace for their business purposes needs to work on some issues. At first one of the important tasks is to figure out the goal of the business precisely. (Techradar, 2008) So that they can create portals describing their business and making precise points on how their products outweighs the others. This is key to having an edge over competition from other products. While designing a portal several factors are considered like attractiveness, navigating through the website, so that it gains popularity. These features gather a lot of viewers.

The primary goal of Customer Relationship Management (CRM) is to please the customers of the company. So by using MySpace the company’s web presence can be increased. The portal created on MySpace is provided with the companies’ information and pictures and videos. These can provide a platform for interacting with the users. (Techradar, 2008) MySpace is to improve connections through friendships etc. By connecting people from various areas they actually make them to know the availability of the product. It also enables the people to know the services and the offers provided by the companies to the public.

By establishing connections between various people they are actually opening doors for communicating.

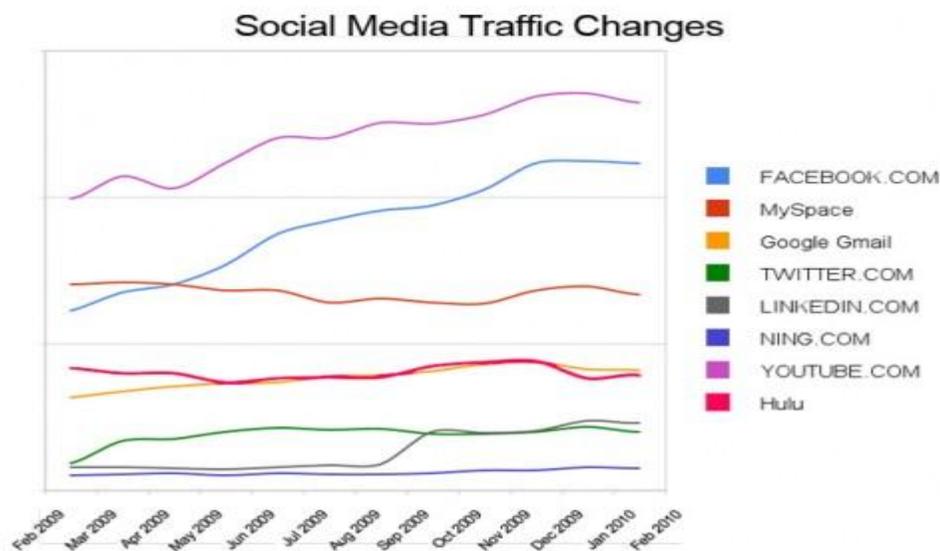


Figure 6: Social media traffic changes (Techradar, 2008)

Social media applications like MySpace facilitate businesses to promote to larger groups of people, letting them know about the products and services they are providing to the customers.

3.5.7 **Facebook:**

The main goal of any company is to build a strong customer base for promoting its products and gaining profits out of it. So here we can clearly see that are two main bases they are the consumer platform and the enterprise platform. (All Facebook, 2013) One who wants to gain success in business has to successfully bridge the gap between these categories. So for bridging this gap social media is the best example and can aid as a business tool. By successfully utilizing social media in business the organizations or enterprises can reach millions of internet users who might be potential customers. (Search Engine Land, 2013)

These are the ways how Business is gaining some profit from Facebook:

- **Create a profile:**

Creating a profile on Facebook is free of cost. In our profile we have to fill all the details of the user along with he can provide some links of business website, so that business can be promoted and can explain us what to do. One of the important things is that a profile should be created on the person's name but not a business name. (Facebook, 2013)

- **Contacting Customers:**

By using Facebook, we can connect to various people who are often the people whom we may know. One can connect to other people on Facebook by sending friend requests and accepting friend. (Search Engine Land, 2013) Once our friend request is accepted we can view their profiles and can access the basic information like the links provided in the profile pages. So that people can read the information and send feedback to the companies and request support. Interaction with the customers through Facebook can improve the financial status of the business. . (Facebook, 2013)

- **Communication:**

Through Facebook we can communicate with friends or any person who is in our account in a variety of ways like we can post messages in the status bar. And for each profile there is a column like wall where we can post messages on the wall of any person. (Search Engine Land, 2013) So that even if the person who is not in our friends list can connect to us through a wall by posting on the wall. And also we can send messages to any person who is in our friends list. . (Facebook, 2013)

- **Update Your Status:**

In Facebook we can update the profiles daily on a routine basis. So on updating the profile we can be in contact with all the people who are in our friends list. Similarly if the business is updating its work like new inventions, new technologies etc. They can promote their business to a very large extent. . (Facebook, 2013)

- **Create a Group:**

In social networking platform we can create a group of our own and start an interesting topic for discussion. We can actively involve in the discussions of the people that are interested in our product or business. We can even search for existing topic that is being discussed upon and join in the discussion by that we will get lots of feedback whether it's positive or negative feedback. So we can re-organize the organization on the constructive feedback. . (Facebook, 2013)

- **Advertising on Facebook:**

Advertising on Facebook pays a lot. One important feature employed by Facebook for business is demographic target. This feature enables the business to view how many clicks were given from a particular place. (Search Engine Land, 2013) This can analyze the markets of the products according to regions. Depending on these strategies are developed for building businesses in different areas. . (Facebook, 2013)

- **Polls:**

For gathering information about any product or any opinions quickly polls help a lot. Hence conducting polls through Facebook applications are highly recommendable. These bridge the gap between social platform and enterprise platform. Hence businesses when formulating business processes them are also considering Facebook as a main issue.

- **Facebook and business model:**

Millions of people are connected through the social networking website Facebook. So there are lots topics that are being discussed daily on Facebook some regarding interest to the business community. (Search Engine Land, 2013) When businesses are looking for reformulating their business strategies, infrastructure, purpose etc. (New Facebook, 2013) they relied previously on personal interviews, research surveys, gather information from focus groups. But because of the prevalence of the social media and the ubiquitous nature made the business people to consider social media while formulating their new business strategies rather than conducting marketing campaigns and assessments.

In the present days business people are using social networking tools for assessing the popularity and quality of the product and Feedback rather than going for expensive steps like generating expensive advertising campaigns etc. (Search Engine Land, 2013) So the businesses are now using social networking sites tools for connecting to the core customers. The business people can even use special tools like demographic tools for finding the popularity of the product. Now-a-days the social media are being used in desktops and mobile devices the analysis based upon the demographic also important for formulating the business strategies. (Shawn, Eric, 2008) The businesses who want to use Facebook for supporting their business have many ways to accomplish it. They can create a fan page embedding all the details of the products and services with relevant supporting data like pictures videos and links etc. As the fan pages are updated from time to time our friends will be informed about the news that is being generated. In turn their friends will be drawn to the pages and it continues soon. This creates a very big

network which helps the companies to build a strong customer base by which they can access useful constructive feedback etc.

By providing information about businesses and services of the products in fan pages they can connect with lots of people. This helps the other business who is having similar interests as this person to connect at a common point and start discussions so that more no. of people are drawn to the focus. (Shawn, Eric, 2008) By using Facebook effectively in the businesses the companies can provide information about the products and start discussions and know the customers in a better way. This helps to provide a better service to the customer. This in turn helps the customer to be satisfied with service and he will say that the service is very good which a positive feedback that profits the product's.

- **How customer support can be provided by Facebook:**

Facebook is viewed to be platform for connecting with friends and family members which has extensive usage in youth. Roughly there are 150 million users on Facebook. There are numerous applications in Facebook that attracts people from all walks of life and even we can generate our own applications. It's now being used extensively used for businesses along with providing relationships by connecting to the friends. Facebook can be used in a variety of ways by the businesses and the organizations. (Search Engine Land, 2013) They can create fan pages and upload pictures and comments and blog entries and news feeds. As Facebook is providing the advertising applications businesses are effectively using them. Facebook comprises multiple uses for businesses and organization. Businesses create pages, which enable members to upload comments, posts, blog entries, and news feeds. Similarly, businesses are taking advantage of advertising applications available through Facebook networking. (Facebook, 2013)

With the Advent of Facebook the businesses are looking into ways that they can give support to the customers. By viewing the customers posts and blogs and news feeds companies can effectively track customer complaints and make the necessary

changes to it. With the development of Facebook, business owners push for a self-service approach to customer service. (Search Engine Land, 2013) No longer are businesses struggling to build relationships with customers. Rather, Facebook enables customers to take control of the customer service businesses offer. By viewing customer posts, blogs, and news feeds, companies effectively track customer complaints and offer efficient corrections. (Techradar, 2008) Companies gain insights into the needs and interests of the population by reading negative comments and formulating ways to correct flaws in the existing system. Facebook is an effective tool for supporting customers.

The companies while creating the company web pages with all the information about the products and services. The user provides post success stories which are helpful to the businesses to create brand values of the companies. Facebook also gave several tools for knowing the popularity of their product according to the demographics. Facebook is also providing discussion boards which give the management about the several changes that are to be made to better promote their product. The Facebook networking site is also having applications like the New York Times and photo bucket through which we can promote products with pictures and videos. We can also promote advertisement through Facebook. (Techradar, 2008)

As the Facebook provides the best platform to share the views of the product and services businesses that are using cloud computing can better receive the services from Facebook. Now-a-days the Facebook is using several posts, complaints, stories and other sources of information about the companies. With the help of these the companies can easily learn from the past mistakes.

- **Facebook usage for professionals:**

There are nearly 250,000,000 worldwide and it is an open-sourced networking. Facebook is an extension to a social media through which a lot of people are connected with the each other. Now at present the business community is trying to gain the value through Facebook. (Techradar, 2008)

- **Creating Your Own Mark:**

First we need to promote our own business by creating brand value, updating profile information and pictures in an eye-catching way. Facebook is provided with several tools for a promoting business through Facebook. Through these tools one can upload photos through photo bucket. (Mashable, 2013) Adding photos to through the Facebook tools personalize the fan page so that we can prepare better present logos and brands. We can also provide links to other websites on the fan pages. These tools enable lots of customers to view those pages of the businesses.

All statistical information regarding members of Facebook, including number of views on your profile, group, and wall are maintained by Facebook. The specific group of people who have common interests in common field like business, the search people helps to business track down. (Shawn, Eric, 2008) In business, data will be analyzed by graphs. Facebook allows creating graphs so that it is easy to determine target groups, locate prospects, forecast future sales demands and track leads. Finally, these results are intended for trends and this helps for business to push sales to new levels.

The most important and difficult thing in business is to know about their existing to the people. They can create a company profile on Facebook for mouth publicity. The fast and easy way for information shared is by colleagues and friends among the community so that they can enable to create the new customers and also holding to existing ones.

Now the new applications on Facebook are instant messaging. The members on Facebook can communicate with instant messaging if his desire member is logged in. It is helpful in business to improve sales. (Shawn, Eric, 2008) Unhappy customers will leave the comments in the company profile so that they can fix. Because, longer the problem is unsolved it is more difficult to fix. Many Facebook will pass pleasant comments on the wall, so that company can give the best customer service. These are some of the useful advertisement tools for the development of the business. Big companies do not need to rely on phone conversations or face to face interactions alone. Instead of that they can make use of social media, cloud computing offers. By using social media even smaller companies can compete with large companies.

3.5.8 What Skype can teach about business?

Skype is one of the popularly known voice communication services which is used by the people all over the world. Skype promotes voice communications through internet, by using the software's and data which stored in the server. And it brings the users together to communicate via online conferencing and by sending the messages. And we can use Skype through cloud computing and by this technology which allows business to run online application without installing the software like other application which is maintained by the cloud computing, Skype has the same scalability. Companies which are trying to be innovative, they can look to Skype as a tool that can be used through cloud computing. Many customer relationship management programs (CRM) are implementing the services through the internet which provides the services like Skype and what the Skype dose. Similarly, Skype doesn't place too much significance on where the processing is going on, neither does the business world. To some extent, it is the end result that matters. By Skype we had the ability to communicate quickly, accurately, and for a low cost that makes it a useful tool. Accessing software applications through the web can levels the cloud infrastructure in ways both small and large businesses benefit from.

- **What Can Businesses Learn From Skype?**

Skype is fast

The main aspect that business can absolutely benefit from the cloud computing applications is that the ability to update information and it access the current data immediately and fast and offers the instant communication meeting. This can be happened wherever the internet can be connected, whether it is in from a smart Phone, desktop, or laptop, which a company can stay updated. And Skype runs in real-time, so customer contact can occur without delay or hesitation, so this makes it easier for the staff, and the customer. (Skype, 2013)

Collaboration is Key

Here keeping or staying in touch with customers and business affiliates can lead absolutely necessary to success where Skype promotes peer-to-peer communication. And fixing the times or setting out the times to meet and hold conferences with the customers

can be adopted by the business world. (Mashable, 2013) Through cloud computing, customer relationship management (CRM) is made better or more attractive using Skype because it allows businesses to make easier and more collaboration with customers in order to share ideas and solve issues. Setting the times and places to have conversations is made easy and possible with the implementation of services which are provided by the cloud computing

Be present

Skype is such a useful application which is used to let other know about the person's ability and cheerful compliance to communicate and by updating the current status the other people know that we are they are in availability and in this same manner companies also can use in their CRM strategies by for providing different channel of communications. Businesses can offer different meeting for connecting different company customers. The mere means of the communication the more we present a company's businesses heighten the levels of the customer services so we have to be present for customers.

By promoting more communication via different applications that use the Internet creates more and easy connections. Web-based communication sites make better or more attractive ways in which businesses that use cloud computing. The corporate business world can learn a lot from Skype and how it uses cloud computing to monitor and Spur on communication with customers. Skype can be available in real-time, so interactions can be made at a particular point of time. Customer relationship management (CRM) programs that put into service by cloud computing can be made beneficial in offering better and more channels of communication with a regular customer. In this competitive world, Skype may be the one of the tools that helps bring your company to the next level.

3.5.9 Podcasting:

Many innovations are being developed in the field of computers and Podcasting seems to be more emerging technology in informatics. (Morris, Tee; Tomasi, Chunk, Terra, Evo, 2008) Its popularity and usage is tremendously being distributed among the common

users and also the multinational companies. (Crofts, Ssheri et. Al, 2005) Furthermore simplified and user friendly solutions are being analyzed and added to increase the usage of this embracing podcasting technology and also to make this spread of usage in other fields. At present, many popular fields are using this technology like in radio shows, museums, tour guides, and also in the churches. Podcasting is being introduced as an academic subject under e-learning tools. (Greeson, M , 2006) Many business organizations have already set this as their major tool for their projects. The basics of this technology from its phylogeny are presented to the reviewer about publishing and subscribing to podcasts. Present and expected growing concepts in this come forth technology is also provided. (Morris, Tee; Tomasi, Chunk, Terra, Evo, 2008)

- **Current and Future Uses of Podcasting:**

Popularity has been increased for podcasting since 2004. On 2006 February, E-marketer (2006) claimed that there will be 25 to 50 million audiences by the end of the decade. This technology was initially used only in radio shows. The audience can download and enjoy their favorite shows at their convenient times. This gave a chance for youth to create their own radio shows as it requires only a computer, a microphone and software. The uses of this technology in museums, and also as tourist guides help them a lot in making their work interesting. Tourists can view the places by listening to the recordings. Electronic media work as a guide to the tourists here in their own language and voice. Some programs like BBC's book at bedtime are very much interesting for listeners. People with sight difficulties and other visual problems can be kept aside for reading the largest selling novels by using this technology. (Morris, Tee; Tomasi, Chunk, Terra, Evo, 2008) Podcasting is also available in video format. Both visual and audio formats are provided to the subscriber. Many companies are choosing this technology to promote their products. Even this is used as a medium for campaigning during elections as it can attract younger voters, graduates and professionals. (Crofts, Ssheri et. Al, 2005). The Scottish national party used this in its campaigning. This can be done only when the audience subscribes to the program. These are broadcasted before the popular shows and the audience can get familiar with them by this means. (Morris, Tee; Tomasi, Chunk, Terra, Evo, 2008)

3.6 Summary of theoretical findings

We have gone through the different ways in which business is done through the social media. There are a lot of channels through which social media operate such as Facebook, Twitter, YouTube, MySpace, Podcasting, Skype, and LinkedIn. We have presented how and why these social media channels are being operated in the present day world. We have observed that as there is a large pool of customers in people who are using social media in a day to day daily basis.

RQ1. How social media affects business processes in contemporary organizations?

Social media is intended to serve as a platform for communicating between friends, family and for business needs etc. With the ubiquitous nature of the social media and the popularity that it is gaining through these years which are gained by a variety of applications are now being used by the business community. We have found ways how these social media channels can be also used for business processes.

Integration of social media with marketing, promoting the business products through social media is completely free there is a lot of scope for saving money and we can gain a lot of profit. As the popularity of blogs are evident in the present world where its usage as reached to all ages of people and all sections of people like for kids to corporate people to the celebrities. (See chapter 3.5.3) Social media affects the communication, branding. First we need to promote our own business by creating brand value and builds a network. In a various business process recruitment of employees at various stages is crucial. By using the social media these recruitments can be undertaken. Keeping or staying in touch with customers and business affiliates can lead absolutely necessary to success and promotes peer-to-peer communication. (See chapter 3.5.4) It also enables the people to know the services and the offers provided by the companies to the public. Social media attract customers and can gain information about the company and the product so that it will help them in deciding whether to rely on this product or company is good or not recommendable. (See chapter 3.5.8) So we explained how the customers can be reached through the social media in a more informal way without pushing ideas on customers.

RQ2. Why social media affects business processes in contemporary organizations?

A good social networking builds relationship with the customers which in turns payoff for the businesses. These social media are useful in maintaining customer relationship management. (See chapter 3.5.4) The companies can provide information about the products and start discussions and know the customers in a better way. When businesses are looking for reformulating their business strategies, infrastructure, purpose then they can rely on the social media and the ubiquitous nature made the business people to consider social media while formulating their new business strategies. They can better promote their products according to their wish and this work also enables them to predict the future sales of the product. (See chapter 3.5.5) Social media encourages the people to buy products and is useful to exchange of ideas between marketing people in a more informal way. This enables the companies to take them into considerations while reviewing products like negative feedback is used for achieving a better products and services. Social media helps to possess awareness about the discussions that are going on twitter about their products. Social media creates a common platform for meeting of people from different backgrounds and cultures and countries.

We addressed our two research questions that are how the social media affects the business processes of contemporary organizations. And why the social media affects the business processes of organizations.

3.7 Arguments for an empirical study

After collecting theoretical data we have to validate this information. Though, we have collected information on the effects of social media in business processes from various articles and with the help of internet. It will be better if we compare and cross check theoretical findings with real time case shown in empirical survey. Questionnaires and interviews conducted for empirical survey were done through face to face and we had documented them carefully.

4. EMPIRICAL SURVEY

4.1 Purpose

Empirical survey is the most suitable way to analyze problems and better way to collect data. We have explored different ways i.e., how the business people promote their products, courses and offer better customer services through social media as a platform. By using applications that are in social media we can attract different people to the products and business. We also explained about the different measures that are to be undertaken if the businesses are having an idea to build businesses through social media. And we have demonstrated the usage of social media in organizations by the taking a real time case study of the Talent Sprint organization. The final result from empirical survey and the theoretical findings conveys the robust result for our study. These results are compared and analyzed with our theoretical findings to provide solutions for our research questions in this study.

4.2 Sampling

We have studied about the different applications channels available in social media and how they can be used for disseminating information to the people about the products and services. We have considered Talent Sprint organization as a case study for demonstrating the usefulness of the incorporating the idea of services available in Facebook, Twitter and YouTube. We have prepared some questionnaires which give the ideas and opinions of the users about this feature in the Talent Sprint organization and the management people about how their interests are being served by the social media. As we previously said, with the help of questionnaires we will conduct interviews with the person who is providing IT support for the Talent Sprint organization, a person from marketing staff and we will be taking some interviews of the students who are using these services.

4.3 Questionnaire presentation:

These are the answers we found while interacting with the students who are using the service through social media.

S. N O		Student 1	Student 2	Student 3	Student 4	Student 5	Student 6
1	Are you satisfied with current interaction facilities by the organization?	No	Yes	No	Yes	Yes	Yes
2	Facebook, Twitter, YouTube. In which helps more to interact with the organization?	Facebook	Twitter	Facebook	Facebook	Twitter	YouTube
3	How Facebook helps you to interact?	It helps to discuss about current affair with other organization members.	It helps to contact my classmates & faculty.	It helps to publish my views through posting in organization page wall.	It helps to view current affairs that are happening in organization .	It helps to see events images & videos that happened in organization.	It helps to invite peoples to an event through event calendar.
4	How Twitter helps you to interact?	It helps to follow the organization and their current plans.	It helps to reply to a tweet by organizing events.	It helps to find a separate organization related twitter list.	It helps to find co-members of organization in twitter.	It helps to re-tweet for the tweet by organization.	It helps to organize members follow my tweets.
5	How YouTube helps you to interact?	It helps to view organization related videos.	Subscribe organization YouTube page helps to follow their videos regularly.	It helps to comment about the function happens in an organization on their YouTube videos	.Helps to know recent activity of organization with videos.	Helps to view the organization and other related videos through YouTube.	Help to get organization co-members YouTube account from the subscribers list in YouTube.

This is the questionnaire presented to the person who is providing the service through social media. (IT Support)

S. No.	Questions	Yes	No	Comments
1	What are future plans to interact more with students?	N/A	N/A	Use LinkedIn, blogs
2	Do you have plans to provide better intractability than now through Facebook/twitter/YouTube?	✓		Make moderators for Facebook page from students
3	Are you planning to develop business through this social media's?	✓		
4	Facebook/Twitter/YouTube Which is good to communicate with organization members, students?	N/A	N/A	We personally feel Facebook is easier to communicate with others, because it is more equivalent like twitter and YouTube by Facebook facilities like posts and uploading videos.
5	Are you feeling social media's helps to interact with organization members very easily than any other way?	✓		Social media are very easily accessible by all peoples nowadays, so our social media connections are helping to express and publish our organization affairs and also helps more easily to reach our organization members with this message.
6	Do you employ the business processes like recruitment through Facebook, Twitter etc?	✓		We provide the information about the recruitment process and number of students selected that is available in the organization and we ask them to submit their resumes to the organization, intimate shortlisted candidates.
7	Do you feel social media is safe for your organization and activities?	✓		Social media is providing lot of security features to avoid hazards from any form of security threat to their users. So we feel full secured in using social media connectivity for our organization

4.4The interviews:

- **Interview with students:**

We have conducted interviews for 6 students of the Talent Sprint organization. They gave some interesting feedback about the implementation of organization pages on Facebook and twitter. They viewed that Facebook and Twitter enabled them to be better informed about the activities that are going on in the organization and they are useful to them in a

greater way. They also said that they are finding easy access to their faculty through Facebook and Twitter. Social media channel is more helpful for promoting or connecting with the users and to exchange ideas regarding the discussions related to courses. Few students opined that they are comfortable with Facebook and some people opined that they are comfortable with twitter but the majority votes for Facebook because, Facebook enables the person to upload videos and images which has the information required. YouTube helps to follow their videos regularly and subscribe organization videos.

- **Interview with a person who is part of IT support team:**

Second interview was done with Shiva Prasad (IT support staff), who designs the service for interacting with the students. He explained that the social media channels like Facebook and Twitter enable to inform all the important events and let them know about the organization in a better way. A future plan includes, make moderators for Facebook page from students, make use of blogs, LinkedIn, and also send email/SMS to students about organization affairs and events to make more interaction. He also said that they are using social media channels for important business processes like recruitment, submitting resumes for the selection process and inform shortlisted candidate's etc. and they can also send the information in a more secured way. He expressed his opinion that through Facebook and Twitter has become very easy way to interact with students and staff.

- **Interview with “Harika Musku” (Staff Marketing Department of Talent Sprint organization)**

1. What are the various channels of social media you have adopted for performing organization Processes?
A. Facebook, Twitter, and YouTube
2. What are the various organizational processes that are being done through social media (Like admission, information about functions, fests, recruitment etc.)?
A. Share information to our students regarding events, job opportunities, feedback on faculty and recruitment process.
3. What is the purpose of using social media for the Organization?
A. To keep in touch with students about new courses, staff and faculty.

4. Do your intentions of promoting organization processes through social media are successfully implemented?
 - A. Yes, it's a channel that is constantly growing and potential students find us easily on Facebook, Twitter. Ask questions and seek contact with other students. Social media is a best tool to penetrate into public, provide support and helps in maintaining relationship with customers.

5. How can you assess the success of implementing social media for organizational processes?
 - A. Not by certified data but by following the statistics from the Facebook - number of followers, level of interaction and activities and so on.

6. What are the main changes you observed before and after promoting organization processes through social media?
 - A. Increased contact with the students is the major change. It's easy to "like" or make a comment on Facebook, Twitter. Much easier than to send an e-mail or try to get in touch with someone personally.

The empirical findings are provided or collected by the interviews and questionnaires that are presented to the students, IT support person and marketing staff. Our research questions, how and why social media affects business processes in contemporary organizations are clearly and explicitly explained with the real time case study i.e. Talent Sprint organization case study.

5 ANALYSIS AND RESULT

The results from an empirical survey of the research are analyzed and compared with theoretical study then validations will be done. So for that, every important point gathered or collected in theoretical and empirical findings are analyzed and compared. As we have said earlier in the chapter 2.4 in the data analysis section, first have we collected data from the questionnaires and in second stage using the answers given in the questionnaires we will have deeper discussions to collect data from the interviews and finally we will analyze and compare it with theoretical findings. By this we will be driven to a common point or the intended results. Finally answers to the research questions are explained.

RQ1. How social media affects business processes in contemporary organizations?

Results from theoretical study suggest that, people are interacting with their friends and accessing their profile and share information like their taste and interests etc. Social media affects the communication, exchange ideas regarding the discussions related to courses, branding and promoting the products. It helps in recruitment process. Advertising will be given in various channels of social media such as Facebook, Twitter, YouTube, MySpace, Podcasting, Skype, and LinkedIn.

In the empirical study, the result attained from Talent sprint organization depicts that, they are using Facebook, Twitter, and YouTube channels in social media. It provides easy access to the faculty through Facebook and Twitter. Social media channel is more helpful for connecting with the users and to exchange ideas in discussions. Facebook enables the person to upload videos and images of organization for promoting the brand and products. YouTube helps to follow their videos regularly and subscribe organization videos. Social media channels play vital role in business processes like recruitment process, submitting resumes, notify shortlisted candidates.

Comparison between theoretical study and empirical study uncovers some similarities in case of, usage of other different channels of social media such as Podcasting, LinkedIn, and blogs. Besides this, the Talent Sprint organization use latest channels present in social media. The organization feel that social media is easy and secure way to communicate with faculty, students, recruitment process, tweets for to share

ideas, videos of events, and easy way to promote their products. These are the main reasons how social media affects business processes in organizations.

RQ2. Why social media affects business processes in contemporary organizations?

Results from theoretical study suggest that, Social media can be used for interacting people from various backgrounds, countries, and different languages. Social media helps to take precautionary measures while propagating the information about the products that reaches the target customer group. This can be achieved by feedback and discussions about the proposed product. Social media are useful in maintaining, customer relationship management. Social media assists organization business processes while formulating their new business strategies, helps to forecast future sales of products, exchange of ideas between marketing people. Promoting the business products through social media is completely free there is a lot of scope for saving money.

In the empirical study, the result attained from Talent Sprint organization depicts that, social media used to share information to our students regarding events, job opportunities, and feedback on faculty. Further, it is easy to penetrate into public, much easier to contact users than emails, provide support, promoting the organization products and helps in maintaining relationship with customers.

In case of second research question, theoretical study and empirical study shows similarities. Few similarities are maintaining relationship with customers, promoting the business products, best tool to penetrate into public, feedback, interact with different people from various backgrounds. These are the main reasons why social media affects business processes in organizations.

6 DISCUSSION

6.1 Conclusion

In our research we explored all the efficient ways to propagate information about Talent Sprint businesses in a short and precise manner. Through the case study of Talent Sprint, the organizational details and information about their activities are presented with the help of Facebook, YouTube and Twitter. The concept of business through social media is a new concept that is in the initial stages of development of itself into a matured concept which can be completely relied upon. We have presented how all the business and marketing are done using the existing application efficiently for their business processes. We have demonstrated that through a case study that is taken into consideration in evaluating the business processes done in organizations.

Specific results based on our case study are shown below:

RQ1 How social media affects business process in contemporary organizations?

Social media is easy and secure way to communicate with faculty, students, recruitment process, reply to tweets quickly and participate in discussions, subscribing organization videos to know about events etc. Social media helps to exchange ideas regarding the discussions related to courses, topics etc.

RQ2 Why social media affects business process in contemporary organizations?

Reach maximum customers without going for costly processes like conducting campaigns and research surveys, maintaining relationship with customers, promoting the business products, best tool to penetrate into public, helpful to get feedback, interact with different people from various backgrounds.

Business communities and organizations are viewing social media as a powerful marketing tool along with traditional ways of marketing. By evaluating the business processes, done through social media from the organization like Talent Sprint. We got an idea of how and why social media affects the business processes are carried out in real-time cases.

6.2 Implications for Informatics

The field of informatics deals with the effective merging of two separate platforms they are business and information technology. The field of informatics deals with the issues that arise when the business situation interacts with information technology. So the business process that are employed in any organization like marketing, customer support, recruitment of professional can be done through social media like Facebook, Twitter, LinkedIn etc. which is gaining popularity nowadays. So by effective use of the social media like Facebook and Twitter etc., for business processes we can reach to maximum no. of customers without going for costly processes like conducting campaigns and research surveys etc. For addressing all these problems we have shown various ways for effectively implementing business through social media.

6.3 Method evaluation

We choose questionnaires and interviews for gathering information about, how and why the social media are being used in an organization like Talent Sprint. We have studied all the channels of the social media like Facebook, Twitter, LinkedIn, MySpace, Blogs and Podcasting etc. and the possible ways in which users are interacting. We have suggested different ways in which business can interact with the consumers in an effective and informal way. We have also considered a case study of Talent Sprint organization to show how the organization is actually implementing some processes through Facebook and Twitter etc. By conducting interviews with the person who is providing IT support for the Talent Sprint organization, a person from marketing staff and with the students who are using these services of the organization. Conducting interviews and producing questionnaires is the best option we have chosen to know the response or feedback. Finally, the data collected in theoretical and empirical findings are analyzed and compared to drive to a common point or the intended results.

6.4 Result evaluation

It is done as mentioned in chapter 2.5. For the credibility, we have chosen journals, books and empirical survey. This data found in theoretical findings is verified

with the empirical survey for credible results. For trustworthiness we have collected data from reliable sources i.e. IEEE, goggle scholars etc.

6.5 Possibilities to generalize

As the results suggest the various effective ways that can be employed for providing services through the social media. We weighted those suggestions with one another by considering two perspectives from two different ways of collecting data i.e. through questionnaires and interviews.

As we (who are involved in this thesis) are personally involved with Facebook, Twitter and LinkedIn etc. So this gave us an idea about how the ads of the products, businesses look like and what are the features that compel the customers to buy the products. As we are a part of the user base and continuously interact with different channels of social media like Facebook, Twitter and LinkedIn. We can easily identify what are features that the customers like to see and are ready to participate in the business.

6.6 Ideas for continued research

During our research we have learned several interesting concepts about the social media. We have dealt mainly with the concepts of how and why social media affect the business processes of current organizations. We came across several interesting subjects and research areas, which are out of the consideration for us. They are like, social media is ubiquitous in nature and present everywhere and it is obvious that people from different cultures interact with each other. While communicating with people from different cultures, how you are managing to promote your products in various cultures and demographics. This question is an interesting question but, as it lies outside the circumference of the current investigation we are not going to deal with this question.

6.7 Speculations for the future (if any)

In near future we can expect every business to implement the social media concept in their business processes like recruitment, customer support, marketing, gathering feedback etc. We can expect the social media as a full-pledged matured platform to be relied upon for advertising and organizing various business processes. This

is evident with the implementation of the business through social media concept in very big organization like Microsoft, educational organizations like Talent Sprint and JNTU, Aviation companies like Lufthansa etc. We can expect rampant implementation of this business through social media concept in all types of organizations from small scale industries to very large scale industries.

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8. APPENDICES

- Appendix 1: Questionnaire used for students who are using the service through social media.
 1. Are you satisfied with current interaction facilities by the organization?
 2. Facebook, Twitter, YouTube. In which helps more to interact with the organization?
 3. How Facebook helps you to interact?
 4. How Twitter helps you to interact?
 5. How YouTube helps you to interact?

- Appendix 2: Questionnaire presented to the person who is providing the service through social media. (IT Support)
 1. What are future plans to interact more with students?
 2. Do you have plans to provide better intractability than now through Facebook/twitter/YouTube?
 3. Are you planning to develop business through this social media's?
 4. Facebook/Twitter/YouTube Which is good to communicate with organization members, students?
 5. Are you feeling social media's helps to interact with organization members very easily than any other way?
 6. Do you employ the business processes like recruitment through Facebook, twitter etc.?
 7. Do you feel social media is safe for your organization and activities?

- Appendix 3: Questionnaire used to interview Staff Marketing Department.
 1. What are the various channels of social media you adopted for performing organization Processes?
 2. What are the various organizational processes that are being done through social media (Like admission, information about functions, fests, recruitment etc.)?
 3. What is the purpose of using social media for the Organization?
 4. Do your intentions of promoting organization processes through social media are successfully implemented?
 5. How can you assess the success of implementing social media for organizational processes?
 6. What are the main changes you observed before and after promoting organization processes through social media?

Högskolan i Borås är en modern högskola mitt i city. Vi bedriver utbildningar inom ekonomi och informatik, biblioteks- och informationsvetenskap, mode och textil, beteendevetenskap och lärarutbildning, teknik samt vårdvetenskap.

På **institutionen Handels- och IT-högskolan (HIT)** har vi tagit fasta på studenternas framtida behov. Därför har vi skapat utbildningar där anställningsbarhet är ett nyckelord. Ämnesintegration, helhet och sammanhang är andra viktiga begrepp. På institutionen råder en närhet, såväl mellan studenter och lärare som mellan företag och utbildning.

Våra **ekonomiutbildningar** ger studenterna möjlighet att lära sig mer om olika företag och förvaltningar och hur styrning och organisering av dessa verksamheter sker. De får även lära sig om samhällsutveckling och om organisationers anpassning till omvärlden. De får möjlighet att förbättra sin förmåga att analysera, utveckla och styra verksamheter, oavsett om de vill ägna sig åt revision, administration eller marknadsföring. Bland våra **IT-utbildningar** finns alltid något för dem som vill designa framtidens IT-baserade kommunikationslösningar, som vill analysera behov av och krav på organisationers information för att designa deras innehållsstrukturer, bedriva integrerad IT- och affärsutveckling, utveckla sin förmåga att analysera och designa verksamheter eller inrikta sig mot programmering och utveckling för god IT-användning i företag och organisationer.

Forskningsverksamheten vid institutionen är såväl professions- som design- och utvecklingsinriktad. Den övergripande forskningsprofilen för institutionen är handels- och tjänstutveckling i vilken kunskaper och kompetenser inom såväl informatik som företagsekonomi utgör viktiga grundstenar. Forskningen är välrenommerad och fokuserar på inriktningarna affärsdesign och Co-design. Forskningen är också professionsorienterad, vilket bland annat tar sig uttryck i att forskningen i många fall bedrivs på aktionsforskningsbaserade grunder med företag och offentliga organisationer på lokal, nationell och internationell arena. Forskningens design och professionsinriktning manifesteras också i InnovationLab, som är institutionens och Högskolans enhet för forskningsstödande systemutveckling.



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