

STUDY ON SOCIAL NETWORK TOOLS FOR CORPORATE BUSINESS

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STUDY ON SOCIAL NETWORK TOOLS FOR CORPORATE BUSINESS

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Dedicated To

Jassim my brother, May he rest in peace.

*My Father and Mother who have been sacrificing
for me*

*My Beloved wife, sister and brother, I wish you the
best in life*

And Finally

To

My respected Supervisor.

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ABSTRACT

Social networks tools are used as a means of building links to business websites where an online social networking has been harnessed as an invaluable asset for many corporate businesses. Due to the widespread personal use of social networks today is forcing organizations to leaders to effectively connect with employees and customers, and sometimes to keep an eye on the competition. This research will be conducted on how the corporate companies are recognizing that there is an opportunity to use internal social networks to attract and retain talented staff, tap the most relevant expertise, enhance collaboration, and ultimately improve organizational performance and business outcomes. It is also analyses how web-based networking platforms like Facebook, Twitter, Flickr, MySpace, YouTube and LinkedIn allow the personal business network online and gives access to people, jobs and opportunities like never before. As such, corporate businesses can now make best use to these social network tools by exploiting the vast amount of personal information it holds on their market research databases.

ABSTRAK

Rangkaian sosial adalah digunakan sebagai alat untuk membina hubungan rangkaian kepada halaman sesawang perniagaan di mana rangkaian sosial dalam talian telah dimanfaatkan sebagai satu aset yang tak ternilai untuk perniagaan pada banyak syarikat korporat dewasa ini. Oleh kerana meluasnya penggunaan secara peribadi rangkaian sosial pada saat ini telah memaksa organisasi khususnya para pemimpin untuk berhubung secara efektif dengan pekerja dan pelanggan mereka, dan kadang kala untuk mengawasi persaingan perniagaan. Penyelidikan ini dilaksanakan untuk mengetahui bagaimana syarikat-syarikat korporat mengenalpasti bahawa ada terdapat peluang untuk menggunakan rangkaian sosial dalaman untuk menarik dan mengekalkan kakitangan berbakat, mengenalpasti kepakaran yang relevan, meningkatkan kerjasama, dan pada akhirnya meningkatkan prestasi organisasi dan hasil perniagaan. Penyelidikan ini juga akan menganalisis bagaimana platform rangkaian berasaskan sesawang seperti Facebook, Twitter, Flickr, Myspace, Youtube dan LinkedIn membolehkan perniagaan peribadi secara rangkaian atas talian dan dapat memberikan akses kepada ramai orang, peluang pekerjaan dan berbagai peluang lain yang belum pernah ada ditawarkan sebelum ini. Oleh demikian, perniagaan syarikat pada masa kini boleh mempergunakan rangkaian sosial dengan memanfaatkan sejumlah besar maklumat peribadi yang terdapat pada pangkalan data kajian pasaran mereka

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CHAPTER 1

DISSERTATION OVERVIEW

1.0 Introduction

Individuals share common social network groups. Some of the common bonds which communities' members share and live with are their career interests, social interests, religious subdivisions, common friends and shared beliefs. Social network provides access to different people with common interest to become friends among the members. Social networks have become subject of study for many scholars in the field of communities and researchers in a number of topics such as privacy and identity, and the capital of communities. Adolescents use depends not only upon the social networks of friends and the link between the people but there are network-makers and business owners and employees. Most examples of online social network sites bring together more than 20 million users and more than 150 different craft. Through networks, the user can write his autobiography in the field of

education and work, and can invite friends to recommend it to others to start new areas of work with each other. So these networks are one of the areas that are away from the future of large social network, the major conflict.

At the beginning, social network serves as a bridge that links business websites which is regarded as ultimate search engine optimization techniques. It is now recommended that most of the social network sites today have made some adjustments in order to make links worthless for improvement in ranking. However, increase in web traffic can occur.

Social networks of today are traditionally constituted by users who might meet face-to-face on predominantly online network such as hi-5, Netlog, MySpace, linkln, Facebook and others. Twitter can also be regarded as a social network with the increase of the use of enhanced mobile phone technology and the popular mobile phone. This has given advantage to the users to find and know what their friends and relative doing at certain time of the day. These networks are virtually free for everyone to join which has also made them to become popular among other networks.

1.1 Background of the Problem

The recognized social network was online network which was established in July 2005 with about US\$580 million as an important business organ called MySpace. Already other social networks such as the dating social network Friendster and Google's social network – Orkut, were established and have attracted many millions of users. However, the rising growth of Facebook together with the

extraordinary LinkedIn, have also broadened its wide use beyond college students. A lot of professionals have been brought into the social networking over the last two years. Hundreds of millions of people today worldwide including specialist, business tycoons, and executives now use online social networks (*Executive Insight, 2008*)

Organizations nowadays are considering and sometimes set policies on how their workers can utilize such widespread social network. Some organisations recognise the opportunity brought by the use of internal social network in order to retain and attract the gifted staff, maximize their talents, enhance collaboration, and ultimately improve business outcomes and organizational performance.

Global senior executives today are looking forward on the strategies to implore in order to create business value from the social network tools. It is quite clear that some companies are considering blocking external social networks. Others are keenly interested in the exploration of the use of the tools to be applied in business application, project collaboration, recruitment and development.

1.2 Statement of the Problem

This research is conducted with an attempt to find the answers to some problems relating to:

- i. How do the social networks help business environment?
- ii. How do the social networks contribute to corporate business organizations' performance?

1.3 Project Objectives

This research has the following objectives:

- i. To study to use of social network tools for corporate business
- ii. To analyze social network strategies that have been employed by successful companies
- iii. To recommend social network usage suitable for corporate business.

1.4 Scope of the Project

The study focused on selected social network tools (Facebook, Twitter, MySpace, LinkedIn, Flickr and YouTube) for corporate business in both manufacturing and services companies. The areas covered by this project are highlighted below:

- i. The benefits of social networking services for corporate businesses.
- ii. How corporate businesses continue to drive information on their products and services using the selected tools from bottom- up approach.
- iii. The study focused on Coca-Cola, Ford Fiesta, IBM, Sears, Proton, Celcom, TM, J-Biotech, and Inter-Pacific Securities as some of the successful companies that employed the use social networking tools.

1.5 Importance of Research

Social networks are a reality and a significant element of today's social and business environment. Employees are already using online social networks in their personal lives and increasingly for work. Organizations can ignore this phenomenon or they can choose to be proactive in exploiting the potential value and managing the risks. Possible business benefits include increased efficiency, greater collaboration, harnessing collective insights, product and strategy innovation, improved talent management and profitable new business models. This research is important for corporate business organisations to explore the opportunities provided by social networks in promoting their business strategies.

1.6 Summary

Social networks serve as prime mover of consumer driven movement and as internet-facilitated networks. The knowledge and content available on web-based media tools enable users to connect to individuals online. Social media, the platform for social network online. Based on the fact that social media as a platform for social network has been in existence for quite a long time, the technology provides a basic fundamental marketing strategy shift in how costumers and organization relate.