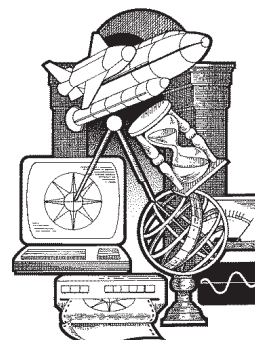


СОВЕРШЕНСТВОВАНИЕ УПРАВЛЕНИЯ



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SOCIAL MEDIA MARKETING INFLUENCE ON EMPLOYEES-CUSTOMERS' INTERACTION

The study aims at examining the impact of Social media on employees-customers' interaction. It investigates that it is a phenomenon which has transformed the interaction and communication of individuals throughout the world. However, social media is not a new concept – it has been evolving since the dawn of human interaction. In recent times, social media has impacted many aspects of human communication, thereby impacting business. Social networking has become daily practice in some users' lives.

Keywords: social media; employees; customers.

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Introduction. According to Tenopir, Volentine and King [1] the term social media can be looked at as being a variety of specific tools and applications like Twitter, blogs, social networks or sites plus other online electronic tools. These tools then allow one to communicate and share plus receive information with the world from the comfortability of their houses or workplaces. The Top social media or social networking sites today are Facebook, Twitter, Instagram, WhatsApp and Google groups. Facebook is currently the largest with one thousand million users worldwide followed by WhatsApp with 1.2 billion users then by Twitter with five hundred million followers. In almost all of them users have to create two profiles with their information and then they can easily communicate all types of text and media messages. It is now argued that people have more friends over the internet than real life [2].

The social media tools in today's business environment have also gained importance due to the increasing complexity of the global business setting which involves global coworkers, customers and suppliers. Business processes have also become so complex that they must be automated because employees can no longer perform all the tasks required in the time available [3]. So organizations today are constantly facing the challenge of contextualizing this phenomenon and its effects on the employees' ability to perform duties assigned to them

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and the ability to draw boundaries between personal and professional use of organizational information technology resource. Moreover, social media has become a common sight in many organizations. It has been regarded as an important means of personal and organizational communication. However, the organizations face big challenges toward the threats of social media utilization among employees such as disruption of their productivity. Thus, this study conducted a literature review to identify the impacts of social media use on the employee's performance at the workplace.

The Literature Review. The research indicates whether the types of social media that are used by employees at the workplace will have negative or positive impacts on employee's performance or productivity. In addition it will show the management's attitude towards social media use in the workplace and the strategies that need to be followed with the use of social media if negatively or positively. Social media is a revolutionary trend that stems from the concepts of Web 2.0 and User Generated Content (UGC). Web 2.0 evolved in 2004 from the Web 1.0 model of creating and publishing content online. Whereas Web 1.0 limited the control of creating and publishing content to specific individuals, Web 2.0 expanded the capabilities and granted control to all users of the World Wide Web. This model of participatory and collaborative thinking became the platform behind the ideological and technological foundation of social media. In short, Web 2.0 is a place for people to share, cooperate and create [4]. Some examples of social networking sites include Facebook, LinkedIn and Twitter.

Examples of UGC include anything produced by the web user such as text, audio and video. The first condition of UGC requires content to be published on a website and made publically accessible, this excludes e-mails and instant messaging. The second condition of UGC requires users to upload original content, thus excluding reposted material. The final condition of UGC requires content to be invented out of the desire to connect and express oneself to others as well as to achieve fame and recognition. Therefore according to the third condition of OCED [5], UGC excludes content with a commercial market.

Social networking sites or SNS. Technological changes happen every day, and technological revolutions change the way we communicate with each other. Social networking sites or SNS are new ways of communication in which people create online profiles and form networks with friends, family, work colleagues. Social networking sites are the current trend in this revolution. Social networking sites are defined by Boyd and Ellison as construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection with, and view and traverse their list of connections and those made by others within the system [6].

Social networking sites are classified into several categories: work-related (LinkedIn.com), romantic relationship (okcupid.com), connecting people with shared interests such as music or politics (MySpace.com) and the college student population (the original launching of Facebook.com). Social networking sites are mainly divided into two types, public social networking sites and internal social networking sites. Public social networking sites, such as Facebook, Twitter and LinkedIn, are usually free. Internal social networking sites, like Beehive at IBM, Yammer at Microsoft and OneHP at HP.

The social networking sites phenomena started to become popular in the mid of 1990s. One of the first was Classmates.com, launched in 1995. Friendster is another social networking site, it was established in 2002 and focused on dating. In 2003, LinkedIn was founded. It has allowed professionals to make their own profiles and to invite other professionals to join their network.

LinkedIn also facilitates business inquiries and expertise requests as well as job posting by recruiters.

Launched in February 2004, Facebook is arguably the most popular social networking site with over 1.3 billion registered users [7]. The typical internet user spends an average of six hours per month on Facebook [8], and more than 60 percent of internet users use Facebook on their mobile phones [9].

Easily the most common use of social networking sites, and the main reason for them existing in the first place, is for personal reasons. The majority of people using Facebook are to keep the «social» label. It is used for its original purpose – to keep in touch with friends [10]. One great way of taking advantage of the personal side of Facebook is keeping in touch with people hundreds of kilometers away, maybe somebody who has moved to the other side of the world. In the past it would have been very difficult to keep in touch, much less keep up to date with what they are doing.

With the rise of internet marketing, social networking is being embraced by businesses more and more. Innovative ways of utilizing these tools by connecting directly with customers are being found. Companies can see that the best way to manage online is to speak to their customers directly using these social networking sites, Twitter being especially useful for this. It increases the reputation of the company, gets them positive reviews and shows that they really care about the customer.

There is always an opportunity for many types of business to network and expand their business on the social networking platform. To get a deal is all about knowing the right people, and if somebody that you went to school with owns a multimillion dollar business and your company does what he is looking for, using Facebook could have you on to a winner. A random friend request from somebody you haven't spoken to since you were 11 years old could be the key to your company's success. Social networking sites like LinkedIn exist for this purpose; for people to network within a business environment. It does for businesses what Facebook does for students and teenagers, it lets people connect. It could find you a new business deal or could even find you a new job.

Social media at workplace. Several companies are in doubt about the value social media sites use, and they are concerned about the risks associated with adoption of social networking site use in the workplace. According to a survey by Robert Half Technology, more than half of US companies block access to social networking sites to keep employees from wasting time [11], but it is also in order to reduce risk. Several studies show the biggest concern of social networking site use in the workplace is the loss of staff productivity from time wasted at work. Nucleus Research reported that the use of Facebook at work results in a 1.5 percent decrease in productivity. This wasted productivity adds up to money lost to wages and economic costs in the forms of decreased efficiency. Staffing service firm specializing in accounting and finance reported that 59 percent of 1 400 interviewed chief financial officers (CFOs) listed employees wasting time as their greatest concern of it in the workplace. Information security is one of the biggest challenges when it comes to the use of social media sites in the workplace. Employees tending to use social media in the workplace expose the organization to attack which can start with finding a user's work password. Facebook and Twitter are used by hackers to distribute malware and spam by hacking users' accounts and then sending spam and malware using trusted accounts because users tend to open links sent by their friends without thinking of possible risks. This breaches an organization's security if employees click on that malicious site link. An example of a malware component is key-logging software which records

and reports the keystrokes of users, revealing passwords and other confidential information.

Privacy is a major concern in using social media in the workplace. It encourages users to provide information about them without giving much consideration to privacy issues. For example, information collected from users' profiles can be potentially misused that can use them for targeted marketing. Users' detailed information is likely vulnerable to identity theft, stalking, and abuse. Managing privacy issues pose a challenge for organizations since digital communications can be a part of the system.

Conclusion. Employees who really care about improving and increasing their knowledge are prone to use any source of knowledge banks that can fulfill their passion for the knowhow.

Social media are somehow a sort of free knowledge resources that can satisfy this thirstiness of the need of knowing which will lead to an improvement in job performance.

On the other hand, people believe that using social marketing is a good act of relationship improvement. Customers could be interested to communicate with employees over social media. They would love to ask about a product or a service, chatting about an engine, for example, asking for details about a car loan, a housing loan or even for a financial advice. Improving relationship with customers will have a positive feedback on the employee's job performance.

Besides, and based on many studies, using social media in the workplace is a way of having a break. Breaks in the workplace are no longer what they used to be. Instead of going for a quick walk, employees want to be able to check their social media sites during their free time. Skipping breaks at work can lead to increased stress and exhaustion. This is not healthy for any organization or environment. Relieving the stress at the work place is no doubt an excellent enhancer for improving job performance that leads to a better productivity.

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НАХЕД ТАХА

**ВЛИЯНИЕ МАРКЕТИНГА В СОЦИАЛЬНЫХ МЕДИА
НА ВЗАИМОДЕЙСТВИЕ СОТРУДНИКОВ И КЛИЕНТОВ**

Об авторе. *Нахед ТАХА* ((taha.nahed@gmail.com)), аспирантка кафедры промышленного маркетинга и коммуникаций Белорусского государственного экономического университета (г. Минск, Беларусь).

Резюме. Целью исследования является изучение влияния социальных медиа на взаимодействие сотрудников с клиентами. Отмечается, что это явление, которое трансформировало взаимодействие и коммуникацию людей во всем мире. Однако социальные медиа не являются новой концепцией. Они развиваются с самого начала человеческого взаимодействия. В последнее время социальные медиа повлияли на многие аспекты человеческого общения, тем самым повлияв на бизнес. Социальные сети стали повседневной практикой в жизни отдельных пользователей.

Ключевые слова: социальные медиа; сотрудники; клиенты.

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**ИЗДАТЕЛЬСКИЙ ЦЕНТР БГЭУ
представляет**

Петрович, М. В.

Экономика управления : учеб. пособие / М. В. Петрович. — Минск : БГЭУ, 2019. — 428 с.

В учебном пособии изложены основные положения экономики управления. Раскрыты сущность и особенности экономических методов управления организациями, оценки экономической эффективности управленческой деятельности. Рассмотрено содержание экономических коммуникаций, стратегий конкурентоспособности, экономические основы инжиниринга и реинжиниринга, управления брендом и имиджем. Излагаются вопросы поведенческой экономики, темы экономической власти, аппаратной и теневой экономики. Представлена тема управляемого выбора.

Предназначено для студентов и слушателей учреждений высшего образования, профессорско-преподавательского состава и специалистов в области практического менеджмента.