

BENEFICIAL BY THE COLLABORATION OF SOCIAL MEDIA TO BUSINESS

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Abstract

Social media can be viewed as reference to improve interaction among high authorities and citizens. Social media are gaining popularity and are progressively used in regular operations of many organizations, including start-ups, small, medium-sized, and large organizations. The purpose of this research is to explore the impact of social media and to analyze to what extent social media have impact on organizational capabilities and business performance. We have analyzed the impact of various social media applications on business capabilities and on business performance. Communication in industrial has increased immensely in today's scenario. Most of organization grows larger and larger in size. Keeping in touch, sending directions across is possible through social media. Humans and other critters survive via communication solely and nowadays we all are globally connected to each other socially. We interact, we learn, we discover, we impart knowledge, we build relation nothing is impossible through social interaction. Infact we are growing day-to-day. We get to know each other better and better. In case of business enterprise flourishing even social media play a major role since it has continued to evolve and has been offering companies fresh and meaningful ways knowing their customers demand better. For example of running business, the questions among the applicants run around the customerization. What kind of products customers are seeking, how to secure supplies of better products, what kind of services should be provided so that customers welcome and appreciate. One has to be think long and hard and should be creative then only one can develop its business status as we all are taught from the birth time "survival of the fittest", a business whose focus is only on customerization can lead to flourish in the future. Consequently, businesses ranging from small firms to large global enterprises have realized that social networking sites if used properly can be powerful inbound marketing tools. So this survey paper provides the technique of social network collaboration for exploration of their products and to make best use of social networking to business operations and concerning about how it could be drained on worker productivity and how is it wiring our world to share.

Keywords: Social Media, Business Performance, Business Analyst, Capitalism, Collaboration.

1 INTRODUCTION:

Each second each minute a business has to be updated among the customers for their better productivity and development and for business to flourish. One has to obtain access to new markets and technology, speeding their products to market and pooling complementary skills and should always act like a key vehicle for obtaining access to external knowledge. Furthermore a business should set a vertical new product developing networks among others to have a significant impact on cost, quality, technology, speed and to bear wider expertise. Social networking based on ad hoc network has profoundly affected the way people communicate and interact digitally building electronic relationship. Basically a social networking can be assumed to be: SOCIAL NETWORKING = SOCIAL + INFORMATION SCIENCE.

Our human communication media history can be diagrammatically be represented fig 1. clay was the first communication medium leading to the development of alphabet letting a printing press communication giving rise to capitalism including joint stock owner companies, insurance etc. These all led to internet, a collective combination of everything starting from printing press, capitalism to market place everything. Internet gives rise to social networking which guide business analysts listening first selling second. The sites help in party planners, aggregators and content providers rather than traditional advertisers. Social network uses cloud, clusters, grid and service computing in creating a network. A distributed computing model is used by social networks. It wasn't until 1997 that the Internet reached 50 million users in the United States. Facebook gained over 100 million users in the U.S. from January 2009 to January 2010, marking a 145 percent growth rate within one year, according to research by digital marketing agency i strategy Labs. If you are a business owner that has not embraced social media networking as a major component of

your success strategy, its due time to hop onboard. While Facebook has become the most popular social media site, there are plenty of others for your company to explore. LinkedIn, for example, houses 55 million professionals seeking jobs, employees, or basic business or networking opportunities. MySpace, which allows users to tinker with music, themes, and HTML code, is targeted toward youth and teens. All of these sites have one primary thing in common: the profile.

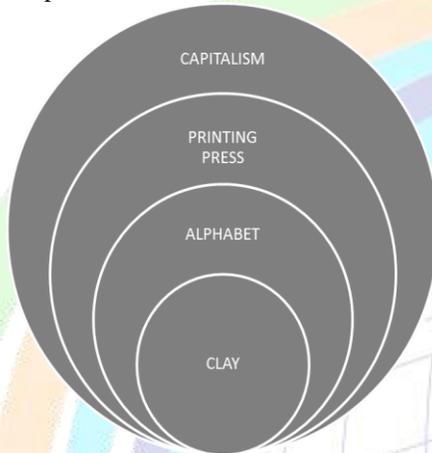


Fig 1: communication media history

The user profile is generally what distinguishes social networking sites from other social media platforms. It helps set the stage for building relationships with people who share the same interests, activities, or personal contacts, as opposed to primarily disseminating or digesting information feeds. This also means social networks enable companies to invite audiences to get to know its brand in a way that traditional forms of marketing or advertising can't. But what, exactly, are the methods that businesses should use to effectively leverage the burgeoning user base of these sites as a tool to grow their companies?

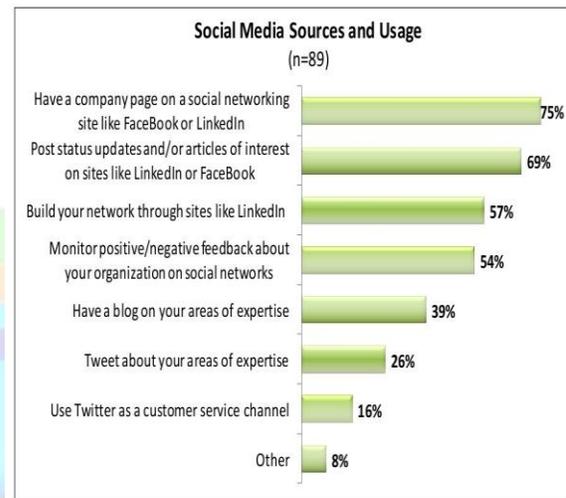


Fig 2: Business-social-media-adoption

2 Analysis of collaborating business with social network:

Various factors have impact when a business collaborates with social networking which includes:

2.1 Economic framing:

Commerce is ancient. Marketers are very old. Capitalism is fairly recent socialism emerged as a reaction to that. Now it has been a new form of production: Peer-to-peer production. New forms of corporation in past is enabled by new technologies creating a new forms of wealth and in future we may be moving into yet another economic form. Business analyst sharing their data instead collaborating with each other is more hip than hippie. Analysts are starting to recognize the potential value that enterprise social media technology can deliver, particularly around departmental and cross departmental collaboration.

2.2 Discovery to distribution:

It's not all about what we consume it's all about how we consume. Social networking is considered to be a static but it is an extremely powerful dynamic that has huge commercial and cultural implications at play. Technology is enabling trust between strangers. Social networking and real time technology is taking us back. One can barter, trade, swap and share. Considering the today scenario we don't search for news, news searches us so in coming years authors feel like one don't have to search for products and services they will find their customers via social networking.

The communication media has seen the tremendous change from radio to social networking sites like

Facebook and can be diagrammatically be presented as:

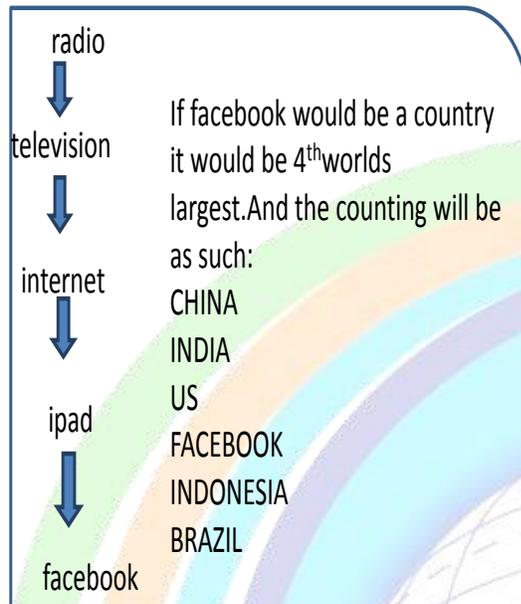


Fig 3 : Impact of social media

Facebook will soon grow twice as large as the population of the United States, which currently hovers at 311 million. In less than a decade, social media, in many ways, seems to have “taken over the world.” This statement is not hyperbole. As one of the largest social networking sites in the social media universe, Facebook boasted more than 750 million people actively using its service.

2.3 Pooling complementary skills:

Social networking has enabled us to convert from passive consumers, to creators and to highly enabled collaborators. Humans are born in bread to share and cooperate. Cooperation, collective action and complex interdependencies play a central role. Relationship is basically can be developed from communications media which enables employee to quickly and easily identify co-workers with particular expertise, exchange knowledge and work together efficiently on project. Each business analyst should now wakeup through the hangover of emptiness and waste and take a leap creating a more sustainable system. This would lead to a change in business facing the challenges individually spending towards rediscovery of collective goods.

3 TOOLS FOR COLLABORATING BUSINESS WITH SOCIAL MEDIA:

3.1 Email blast: An Email Blast is an electronic mailing, sent all at once to a large mailing list. This is commonly used by marketers who want to send email advertisements or promotions to their list of customers. Email blast usually are done with the help of special software or through an email service provider.

3.2 CSS Image Encoder: converts your website's images into base64 code and then inserts them all into a CSS style sheet. So instead of linking to an image and waiting for it to be loaded, you simply load the base64 code and get an instant result. Allows you to easily process all your website's images at once using its all new batch processor. Select your images and CSS Image Encoder will output a Style Sheet that contains all your images. Link it to your HTML page, then trash your images folder - there'll be no need for it anymore! .One can encode any images one like to base64 - even images made for Retina screens! Base64 encoding does not lose image quality. Most forms of caching are beaten which could hurt a lot if the image is viewed often - say, a logo that is displayed on every page, which could normally be cached by the browser. In other words, the size of the decoded data can be approximated with this formula In other words, the size of the decoded data can be approximated with this formula In other words, the size of the decoded data can be approximated with this formula:

$$\text{Bytes} = (\text{string_length}(\text{encoded_string}) - 814) / 1.37$$

3.3 Cutting in-box clutter: Practically, corporate social networks also cut down on unnecessary e-mail and instant messages among co-workers, says Dan Nye, CEO of LinkedIn, a social network of more than 28 million people, most of them business professionals. Private social networks let "people choose what they want to read and discuss, based on their participation, without being intrusive and annoying," he says. So by providing relative information we can get more likes of the customer.

Limitations: Email blast is limited when ISP outbound the number of messages. It is very difficult and ambiguous to the customer to identify spam messages, and the customer not able to decide whether it is a legitimate mail or fraud mail.

More CPU usage: The actual length of MIME-compliant Base64-encoded binary data is usually about 137% of the original data length, though for very short messages the overhead can be much higher due to the overhead of the headers. Very roughly, the final size of Base64-encoded binary data is equal to 1.37 times the original data size + 814 bytes (for headers).

4 DRAWBACKS AND CHALLENGES FOR BUSINESS ANALYSTS:

In today scenario no one has enough yet known or has begun to discover what the basic principle are but one can begin with a thought process leading to an implementation. Everything run around the self-interest that adds to more. While the exponential growth in social media has provided organizations with numerous innovative tools for communication and interaction, these tools have also created new types of risk. In this age of raising transparency, customers, investors and regulators are expecting companies to be clear in their communications and timely and forthcoming with crucial information. Social media has taken what used to be word of mouth and permitted it to now be heard by millions and spread virally with a almost instantaneous reaction. Customers, competitors, regulators and even employees are all contributing to a global stream of information about a company's products, services, brand or industry.

While there are many risks to be considered when using social media, we have prioritized the following six:

- Negative comments about the company
- Out-of-date information
- Disclosure of proprietary information
- Exposure of personally identifiable information (PII)
- Fraud
- Use of personal social media by corporate executives

Private						
Social media risk factors	1	2	3	4	5	6
Negative comments about the company	36%	18%	18%	14%	9%	5%
Out-of-date information	18%	18%	27%	9%	18%	9%
Disclosure of proprietary information	32%	23%	23%	14%	9%	0%
Exposure of PII	14%	32%	14%	27%	14%	0%
Fraud	0%	5%	14%	27%	46%	9%
Use of personal social media by corporate executives	0%	5%	5%	9%	5%	77%

Public						
Social media risk factors	1	2	3	4	5	6
Negative comments about the company	17%	0%	33%	50%	0%	0%
Out-of-date information	17%	17%	17%	17%	33%	0%
Disclosure of proprietary information	50%	17%	17%	0%	17%	0%
Exposure of PII	0%	50%	17%	33%	0%	0%
Fraud	17%	17%	17%	0%	33%	17%
Use of personal social media by corporate executives	0%	0%	0%	0%	20%	80%

Survey data has been rounded to whole numbers; as a result, some of the totals may not equal 100%.

Figure 4: social media risk

Figure 4 depicts the prioritization of the six referenced risk factors (1 represents the most important risk and 6 the least important). The results have been broken out by company type to see if there were any differences in how private versus public company executives prioritized risk. With the rise in use of social media by companies, there is a growing need for risk management. However, this remains an area where companies are lacking. In fact, 59% of respondent companies do not perform a social media risk assessment.

5 CONCLUSION:

The goal of this research is to better understand the social media environment and the impact of common social media tools used in practice. In this survey paper it has been explained how social networking is wiring each and every one and with the help of social networking a business can develop itself by focusing on consumerization. It has been stated that according to Facebook's latest [stats](#), over 300 million of you are. 50% of you are logging in daily and the fastest growing demographic is 35 year olds and older! We

specified three relatively simple propositions, linking social media use, capabilities, and performance. We found that a combination of inter-linked social media form a social media ecosystem that enhances business capabilities (proposition 1a). We also found empirical evidence that supports the propositions and conclude that (in this case study) the use of social media enhances business capabilities. In less than a decade, social media, in many ways, seems to have “taken over the world.” This statement is not hyperbole. As one of the largest social networking sites in the social media universe, Facebook boasted more than 750 million people actively using its service.

Our study has limitations but more indicators of performance will be included in further research.

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