

The Transformation of Social Media Information System into Global Business: An Empirical Survey

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Abstract — In the contemporary era of Global Business, There is an increased focus on research involving Social Media Information System (SMIS). Social media contents create the cultural and emotional references to help the e-marketing and engage the customers to contribute the same. This paper discusses the impact of the advent and the dominance of SMIS in Global business. It provides the concepts of Social sciences and the information systems field and understanding the Social media is useful business which increasingly to support the e-marketing. The continuous improvement of strategy development will be supportive of greater business agility. Currently the Global business is the process based approach and it explains the micro and macro environment size as well as the intention to handle the massive increase of resources for the Social media. This paper provides a key research gap and provides the dynamism of Social media strategy.

Index Terms — Social Media Information System (SMIS), Business Intelligence, Business Strategy, Social media Strategy, Decision Making

I. INTRODUCTION

In the last decade, game changer decade of the quantity and quality of information Today social media and the web offers the vast, various and fastest growing information spaces. It is accessible to almost everyone on demand, anywhere and anytime. According to statistics, Asia contributes 48.7% of the internet users. It implicit the global business growth in Asia and its enormous increases in the future too. The extremely good online utilization of younger human beings among the a long time of 14 and 29. Due to the big enlargement of Information and Communication generation, the net is restructured many sectors and provided the brand new consciousness for the business activities. It has generated the possibilities and challenges for existing businesses and new entrants handling new direct relationships with customers (Gay et al, 2007). Indeed, providers of both services and physical goods have recognized that the Internet is essential to their success as it offers a new virtual channel embedding many new marketing functions which can clearly assist and institute a competitive advantage (Robins, 2000). It provides the decision making to overcome the financial risks (Jeyanthi, 2011). These functions ensure companies or individuals to reach the global market.

These functions also allow businesses or people to attain the worldwide marketplace as they deliver the needs of both countrywide and worldwide markets. In this way their sports are no longer limited by using geographical obstacles. By the use of particular e-Marketing strategies, even small companies have now the possibility to get admission to worldwide markets and attain humans from round the arena.

It is apparent, that the Internet gives agencies the opportunity for on-line get right of entry to to a worldwide client base. This additionally indicates that these days companies have a higher chance of internationalizing greater hastily than they did ten years ago. By the use of the Internet, corporations have the opportunity of faster marketplace diversification and entry into new markets. As Hollensen (2007) also argues, the Internet has made it viable for an organization to make contact with large international consumer group right away while, at the equal time,

the 'price' of the facts provided is better than ever.

Since the early days of the World Wide Web, pupils have started out mentioning the capability for the emergence of the latest varieties of interactivity amongst groups, clients and the market. That could sooner or later create an essentially multiple environment for marketing activities, in comparison to greater traditional media (Hoffman et al, 1995; 1996).

More recently, with the arrival and sluggish dominance of what may be widely understood as on-line Social Media or networks (i.e. Facebook, Twitter and YouTube), business interactions have been converted even greater, opening up new possibilities for the emergence of a new kind of advertising panorama. As the Economist (2009) reports, 'social networks are the brand new communication device for the enterprise that offers the most powerful form of marketing'. Additionally, targeted emails with internet links, seek engine advertising and marketing techniques, search engine optimization (search engine optimization), strategic placement of banner ads and viral marketing campaigns are different methods that provide powerful online communication and assist groups which will get more visitors to their web sites.

As we will see, the economic organization and marketing potential of the Internet were noted from its early days (i.e. the mid-1990s). It is only lately, however, with the emergence and developing significance of the Social Media, that agency started out coming near the Internet distinctly otherwise. We argue on this bankruptcy that the past few years, companies started out the use of the Internet no longer really as a platform of conversation with customers and different businesses, however also as an advertising records device (MkIS) that generates beneficial facts to aid their advertising and marketing selections. What is greater, purchasers have additionally commenced understanding the Internet not honestly as a medium of communicate and social interplay, but as a beneficial resource that helps an extra active on-line client behaviour. Indeed, consumers are not any extra just passive recipients of advertising messages that during flip would cause them to purchase products and services; as a substitute they're actively concerned in the advertising and marketing feature through sharing

facts with other clients, researching for prices, evaluating merchandise and co-growing advertising and marketing messages.

II. WHAT IS SOCIAL MEDIA INFORMATION SYSTEM (SMIS)?

A social media statistics, machine (SMIS) is an information gadget that helps the sharing of content cloth among networks of clients.

The three roles that SMIS takes on are character groups, social media sponsors, and social media software companies. Social media sponsors are organizations and distinct companies that pick to guide a presence on one or more SM web sites. Social media software program agencies are the corporations that characterize the SM web sites (i.e. Facebook, Twitter, LinkedIn, and so forth.)

Defenders of perception share a commonplace notion and shape their hive round that belief. Seekers of the reality percentage a not unusual preference to take a look at something, remedy a problem, or make something seem. Social CRM is a dynamic, SM-primarily based complete CRM approach. The relationships between businesses and clients emerge in a process as each event creates and way content material. Crowdsourcing is the dynamic social media technique of using customers to participate in product layout Enterprise 2. Zero is the application of social media to facilitate the cooperative artwork of human beings internal groups. A Folksonomy is content fabric, shape that has emerged from the processing of many consumer tags.

III. COMPONENTS OF SMIS:

Social media providers along with Facebook, Google, LinkedIn, Twitter, Instagram and Pinterest provide systems that enable the introduction of social networks. Because they may be information structures, SMIS have the shop 5 components as all IS: hardware, software, program, data, techniques, and people.

Component	Role	Description
Hardware	Social media providers	Elastic, cloud-based servers
	Users and communities	Any user computing device
Software	Social media providers	Application, NoSQL or other DBMS, Analytics
	Users and communities	Browser, IOS, Android, Windows 10, and other applications
Data	Social media providers	Content and connection data storage for rapid retrieval
	Users and communities	User-generated content, connection data
Procedures	Social media providers	Run and maintain application (beyond the scope of this text)
	Users and communities	Create and manage content, informal, copy each other
People	Social media providers	Staff to run and maintain application (beyond the scope of this text)
	Users and communities	Key users, adaptive, can be irrational

Figure1: components of SIMS.

IV. CURRENT TRENDS OF GLOBAL BUSINESS IN THE SOCIAL MEDIA ERA:

- Users- consist of both individuals and businesses that use SM websites to construct social relationships
- >73% of people with Internet access use SM
- 40% of people access SM via their mobile phones
- ~70% of P interest users are Females
- 84% of LinkedIn users are 25 and older
- ~ 77% of Fortune 500 companies maintain active Twitter accounts

- 70% have Facebook pages
- 69% have YouTube accounts.
- Depending on how organizations want to use SM, they can be users, providers, or both.

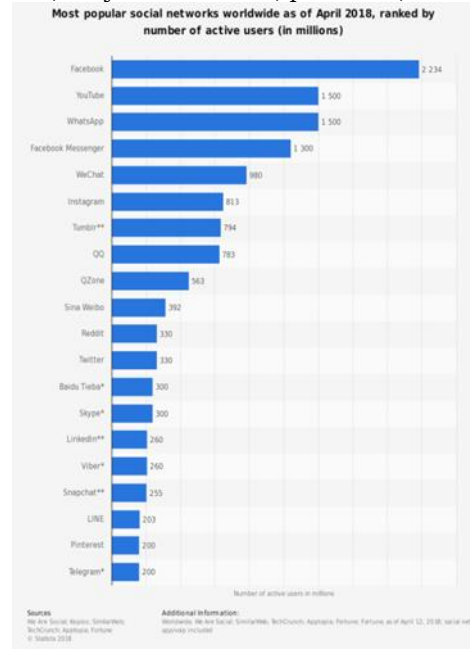
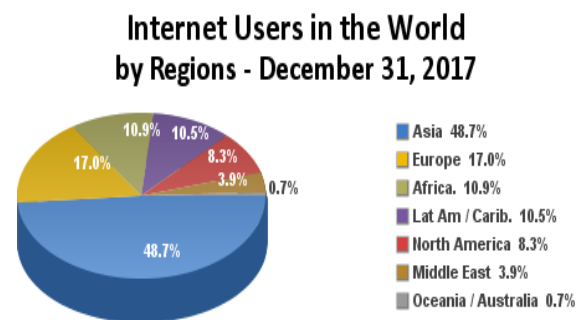


Figure 2: Social networks ranked by active users

The exponential nature of relationships via community tiers offers organizations, both a blessing and a curse. Social media is a powerful tool, and to use it well, organizations must know their goals and plan accordingly.

V. IMPACT OF SMIS IN THE GLOBAL BUSINESS:

Internet users around the world is increasing enormously. It implicates the business growth too.



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 4,156,932,140 Internet users in December 31, 2017
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Figure 3: world wide Internet Users

VI. SEVERAL KEY ADVANTAGES TO HOW BUSINESS WILL IMPROVE AS A RESULT OF TECHNOLOGICAL ADVANCES IN BUSINESS ARE AS FOLLOWS:

A. Reducing Business Costs
Due to the advancement in era, business proprietors can use era to lessen business fees. Business era facilitates to automate back office functions, which includes report maintaining, accounting and payroll. Business proprietors can also use generation to create cosy environments for retaining sensitive business or consumer facts (“Business Review Australia”).

WORLD INTERNET USAGE AND POPULATION STATISTICS DEC 31, 2017 - Update						
World Regions	Population (2018 Est.)	Population % of World	Internet Users 31 Dec 2017	Penetration Rate (% Pop.)	Growth 2000-2018	Internet Users %
Africa	1,287,914,329	16.9 %	453,329,534	35.2 %	9,941 %	10.9 %
Asia	4,207,588,157	55.1 %	2,023,630,194	48.1 %	1,670 %	48.7 %
Europe	827,650,849	10.8 %	704,833,752	85.2 %	570 %	17.0 %
Latin America / Caribbean	652,047,996	8.5 %	437,001,277	67.0 %	2,318 %	10.5 %
Middle East	254,438,981	3.3 %	164,037,259	64.5 %	4,893 %	3.9 %
North America	363,844,662	4.8 %	345,660,847	95.0 %	219 %	8.3 %
Oceania / Australia	41,273,454	0.6 %	28,439,277	68.9 %	273 %	0.7 %
WORLD TOTAL	7,634,758,428	100.0 %	4,156,932,140	54.4 %	1,052 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics estimates in Dec 31, 2017. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [United Nations Population Division](#). (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), by local ICT Regulators and other reliable sources. (5) For definitions, navigation help and disclaimers, please refer to the [Website Surfing Guide](#). (6) The information from this website may be cited, giving the due credit and placing a link back to [www.internetworldstats.com](#). Copyright © 2018, Miniwatts Marketing Group. All rights reserved worldwide.

Figure 4: Population Statistics and Internet Usage

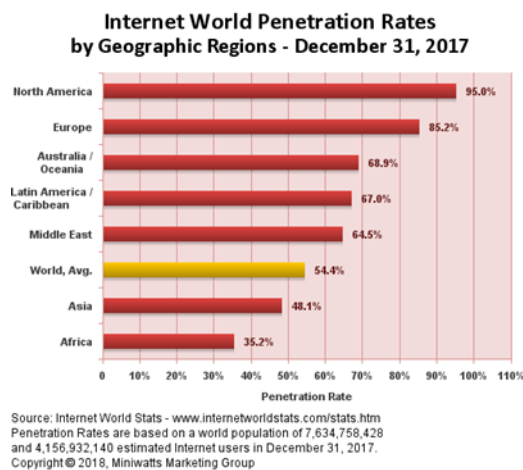


Figure 5: Internet World Penetration Rates by Geographic Regions

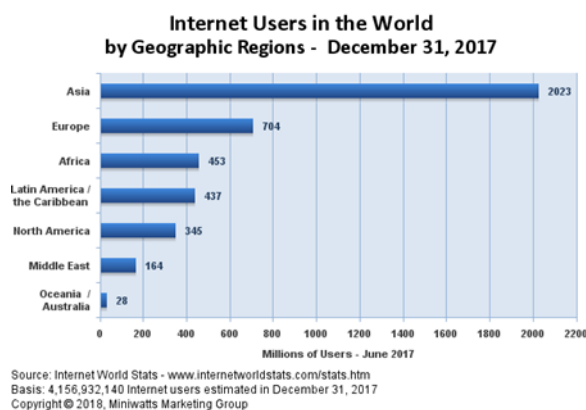


Figure 6: Internet users in the World – December 31, 2017

B. Improving Communication

Business generation can help small groups to enhance their verbal exchange techniques through Emails, texting, web sites and private virtual merchandise applications, known as “apps,” that may assist organizations to enhance verbal exchange with their customers.

Companies may also acquire more customer feedback through those electronic communicative techniques. These methods also permit organizations to reach clients via mobile devices in a real-time format (“Business Review Australia”).

C. Potential Increase in Business

Technology permits groups to reach into new monetary markets. Rather than simply promoting customer goods or services within the neighborhood market, small companies can reach regional, national and global markets. Retail web sites are the most common way, in which small companies can promote their products in several specific economic markets (“Business Review Australia”).

Web sites constitutes a low-value choice that consumers can access 24/7 whilst needing to purchase goods or offerings (“Business Review Australia”). With the invent of Internet advertising and marketing small enterprise owners are able to reach into new markets and clients thru carefully positioned net banners or commercials.

D. Considerations

Business generation permits organizations to outsource enterprise feature to different businesses inside the countrywide and global enterprise surroundings. Outsourcing can assist agency’s decrease fees and cognizance on finishing the enterprise feature they do great. Technical guide and customer support are common feature organizations outsource (“Business Review Australia”).

Small business owners can also recollect outsourcing function if they do not have the proper centers or to be had manpower. Technology lets in agencies to outsource functions to the most inexpensive areas possible, together with foreign nations (“Business Review Australia”).

Karl Marx defined capital due to the fact the funding of belongings for future profits. Human capital is the investment in human expertise and abilities for destiny earnings. Social capital is the investment in social, family participants with the expectancy of returns within the marketplace. The cost of social capital offers up in info, have an effect on, social credentials, and personal reinforcement. The cost of social capital is decided with the aid of manner of the quantity of relationships in a social network, with the aid of the use of the strength of those relationships, and via way of the assets controlled through those related. For an organization, the energy of a relationship is the likelihood that the entity in the relationship will do something that blessings the enterprise.

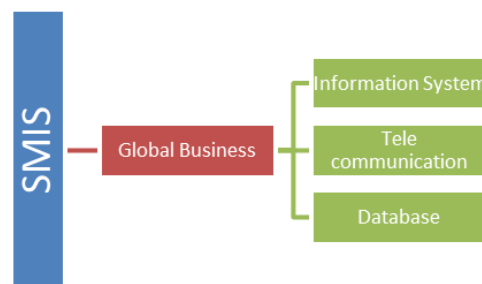


Figure 7: Impact in SMIS in Global Business

VII. KEY FINDINGS ON SOCIAL MEDIA’S IMPACT ON BUSINESS AND DECISION-MAKING

1. Usage of multiple social networks for business purposes
2. For frequent access point for professional networking is mobile usage
3. In the new era of Social media, traditional decision making processes are not possible.

Since the dynamic information system needs dynamic decision making.

4. The usage of decisions-support tools are increased
5. The Trustworthy of the existing information is increased from the online networks.
6. Frequent and meaningful modifications are taking region inside the agencies internal and outside use of social media.
7. Collaborating with higher level professionals are now possible across the world.

CONCLUSION

This paper discussed the impact of the advent and the dominance of SMIS in Global business. The ideas of Social sciences and the information systems area and information the Social media are useful commercial enterprise which increasingly to help the e-advertising and marketing Evidence were advised. This paper provided a key research gap and also the dynamism of Social media strategy. Future studies could survey various target markets, in order to collect information on different groups. Perhaps with a larger sample size or multiple age groups, different statistics might be significant for these different groups.

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