

Research Proposal: The Impact Of Social Media Presence For Companies

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### **Introduction**

Social media application has become popular, particularly in managing enterprises in the modern day. When it comes to day-to-day operations, businesses of all sizes—from fledgling startups to well-established corporations—often make use of various forms of social media. Despite the widespread use of social networking sites in business operations, there has been very little study on the impact of the platforms on the efficiency with which firms operate. The research will outline the impact of social networking platforms on a company's overall performance. The research method for this project will be qualitative technique. Notably, data will be collected by interviewing the SponsorPay employees. In addition, the impact social media has on the management of businesses will be evaluated, as will the way social media influences the strategic competitiveness of enterprises. The research will analyze the effect of social networking sites on the structure of companies, as well as how that influence manifests itself in terms of the company's ability to achieve its goals. The analysis will help companies and business people in understanding the need for using social media in running their operations. The companies will learn that through social media, they can attract customers, collect their reviews or experience, ensure positive engagement and enhance customer loyalty.

### **Literature Review**

According to Cartwright et al. (2021), social networking and other forms of social media are becoming more critical to the day-to-day operations of businesses. The authors explain the social media platform, mentioning several organizations as examples of those using the technology in their operations. The user gives instances of a variety of helpful internet-based programs that are available for individuals to utilize. This includes those in companies, so they can communicate with their clients. According to the authors, the best

approach for a business to achieve a competitive edge is to integrate social media platforms into its day-to-day operations.

Sengar (2021) launches into a discussion regarding the significant impact social media has had across various company verticals in terms of improving sales. According to the author, social media has developed into an essential component in the functioning of businesses. The sales of products and services offered by companies have significantly benefited from the incorporation of social media. Customers shop more often at establishments that market their wares on social media and share product information with followers. The author provides insights from marketing research conducted with people who regularly use social networking platforms in their activities. The use of social media enables a variety of corporations to connect with their consumers more actively and allows consumers to have conversations with the operators of companies at their leisure.

According to Veleva & Tsvetanova (2020), one mistake made on social media may have a snowball effect on a company's image, which is one of the drawbacks of using these platforms. The corporation runs the risk of rapidly losing the confidence and respect of its followers if it makes even one careless error. Since it is a public forum, it is quite impossible to conceal anything from online community members while using social media (Tarsakoo & Charoensukmongkol, 2019). Due to this, if anything occurs that has the potential to have an unfavorable influence on the brand, it will rapidly become viral and damage the image that the firm has worked so hard to build. Another downside of social media is that it may put both the company and its consumers in danger of having information stolen by hackers. This puts both the company and its customers in the wrong position. Hackers use the information discovered online to steal personal data, which, if not managed effectively, can lead to identity theft. Therefore, the use of social networking platforms such as Facebook and Instagram in business has benefits and drawbacks.

### **Research Definition**

People are able to contact with their friends and family members, learn new things, grow their hobbies, and have fun as a result of social media. The management of corporate procedures has recently recognized the need to use several newly developed technologies, including social media. There is an increased need for integrating social media and operational plans, and networking firms do better than organizations that do not utilize social media. Therefore, businesses must have a comprehension of the importance of social networking platforms and the role that they play in the administration of day-to-day company operations (Ebrahim, 2019). Applications for online networking may be thought of as tools that are enabled by computers and make it possible for individuals to exchange or trade information via text, photographs, or videos. An organization's online networking aids the ability to accomplish communication. Internet platforms are distinct from the traditional forms of media and excel in comparison to them in terms of ease, immediacy, and availability. Various people recognize the online system as a platform that enables consumers to share and obtain data cost-effectively while creating connections with other parties.

### **Research Design**

The influence of social networking sites on the day-to-day operations of a company will be analyzed as part of this research. Interviews will be conducted with SponsorPay workers as part of the research project, which will follow an experimental design. In the study, questions will be posted on social media's many effects on a company's operations. Due to the direct impact that social media has on the workers at this company, conducting interviews will be critical to the process of gathering information from first-hand sources. After completing the interviews being performed, a comprehensive analysis will be carried out since this kind of research is efficient. The study will investigate the connection between social media and the implications that this connection has for the functioning of the company.

The study will also examine the effects of social media on businesses' day-to-day operations. An in-depth analysis of SponsorPay will be conducted to determine the impact of this change on the company's success.

### **Data Collection Instruments**

In order to obtain the necessary information, the researchers will send out questionnaires to all of the employees who work with SponsorPay. The study questions will be included in the questionnaire design so that answers may be obtained for every one of them. The answers to these questions will help identify the effects that social media platforms have on the degree of competition in the business world as well as the various operations of the company. The interview will also be done physically in the organization.

### **Sample**

The sample participants for the study are from the SponsorPay company. The number of workers that will make up the study's sample will range between 30 and 40. The respondents will be picked according to the frequency with which they engage with social media to carry out the company's functions. In order to get an accurate picture of the effects of social media, all of the organization's workers, both technical and non-technical, will participate in the research. This will ensure that all perspectives are represented. The acquired data will need to be validated to do so, and it will be necessary to interview the top management of the SponsorPay firm. Therefore, the company's top executive will form part of the sample.

### **Data Collection Procedure**

The data collection process will start with answering questionnaires. The impact social media has on the routine tasks carried out by the companies will be the focus questions of the questionnaire. The purpose of the questions will be to determine how the firms' operations have changed due to the proliferation of social media. The top question in the

questionnaire will be: What effect do social networking sites have on a company's operational performance? What kinds of improvements may be seen in the company's day-to-day operations as a direct result of the influence of social networking platforms? How has social media usage altered the company's competitive landscape, and what are the implications of these changes? After answering the questionnaires, there will be an interview with the company's top management to take their views regarding social media applications in the company's daily operations.

### **Research Ethics**

One of the key aspects of research is ethical considerations. Participants in the study will not be harmed in any way, shape, or form over the investigation. The researchers will treat the people participating in their studies with the utmost decency. Before beginning the research, researchers will get the participants' informed consent. The research will take measures to secure the participant's personal information and maintain an appropriate degree of confidentiality for the data collected. The confidentiality of the persons and organizations participating in the study will be of the utmost importance, and any misrepresentation or overstatement of the study's goals and objectives shall be avoided. The study findings will include a declaration of any connections, funding sources, and conflicts of interest. Another crucial aspect is that all communication about the study will be conducted honestly and openly. The study will not use any material that may be seen as deceptive, nor will we portray the conclusions of primary research in a discriminatory manner.

### **Plan and Schedule**

The research will be conducted in a span of one month. The time covers printing questionnaires, answering the questionnaires, and doing interviews. The researchers will also engage the participants before the actual day to inform them how the research will be

conducted. Answering the questionnaires by the participants will come before the interview.

The researchers will ensure that the project is completed within the stipulated time.

References

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