

# Current issues in information technology

Technology, Information Technology



Current Issues in Information Technology Project Use of social media in business of the overall aims of the research Internet has become one of the integral tools used in everyday life communication, registering an increase in usage in the last couple of years (Qualman, 2012; Barnes et al., 2009). The focus of this research will be to highlight the evolution of marketing strategies within businesses as it relates to communication based on the influence of social media. This research focuses on the fact that all companies in the current society whether small or big sized, requires social media services for the purposes of adapting their business models to the competition within the market (Zappalà and Gray, 2006; Zarrella, 2009). The study will analyze and evaluate the impact of social media on business performance. In this case, the social media provides a platform for doing business where business companies can reach greater market and make their products and services visible on the global scale. The invention enables all companies to reach target market at minimized costs, therefore providing opportunity for competition on an equal footing for small sized businesses (Gilmore and Altan-Erdem, 2008; Baker and Hart, 2007; Barker et al., 2013).

#### Objectives

- i. To examine the concept of social media strategies in business processes
- ii. To evaluate the impact of social media on business operations
- iii. To assess the effects of social media in relation to business to business and e-commerce in general
- iv. To identify the extent to which organizations use social media as a platform for gaining competitive advantage within the market

#### Data sources

<https://assignbuster.com/current-issues-in-information-technology/>

The overall research design for this study will be more descriptive in nature applying semi-structured interviews and surveys to solicit information from participants (Bryman and Bell, 2011; Strauss and Corbin, 1998). Primary research will include semi-structured interviews with business managers from different departments such as sales and marketing. Secondary research will be used in the analysis of company policies and providing background on organizations under study. At the same time, the method will examine information communication technology evolution within the corporate sector (Wilkinson, 2003; Kuter and Yilmaz, 2001; Patton, 2002).

#### Brief Timeline

Time (Week)

Activity

1-5 weeks

Desk research

5th -7th Week

Fieldwork

8th week

Availing both qualitative and desk research reports

9th week

Development of the questionnaire

10th week

Pilot

11th week

Pilot debriefing

12th -13th week

Quantitative stage

13th -14th week

Coding and data preparation

14th week

Analysis

16th week

Compiling of the report

17th -19th week

Presentation of the final report

References

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