Using Social Media Data to Track the Effectiveness of a Communications Campaign

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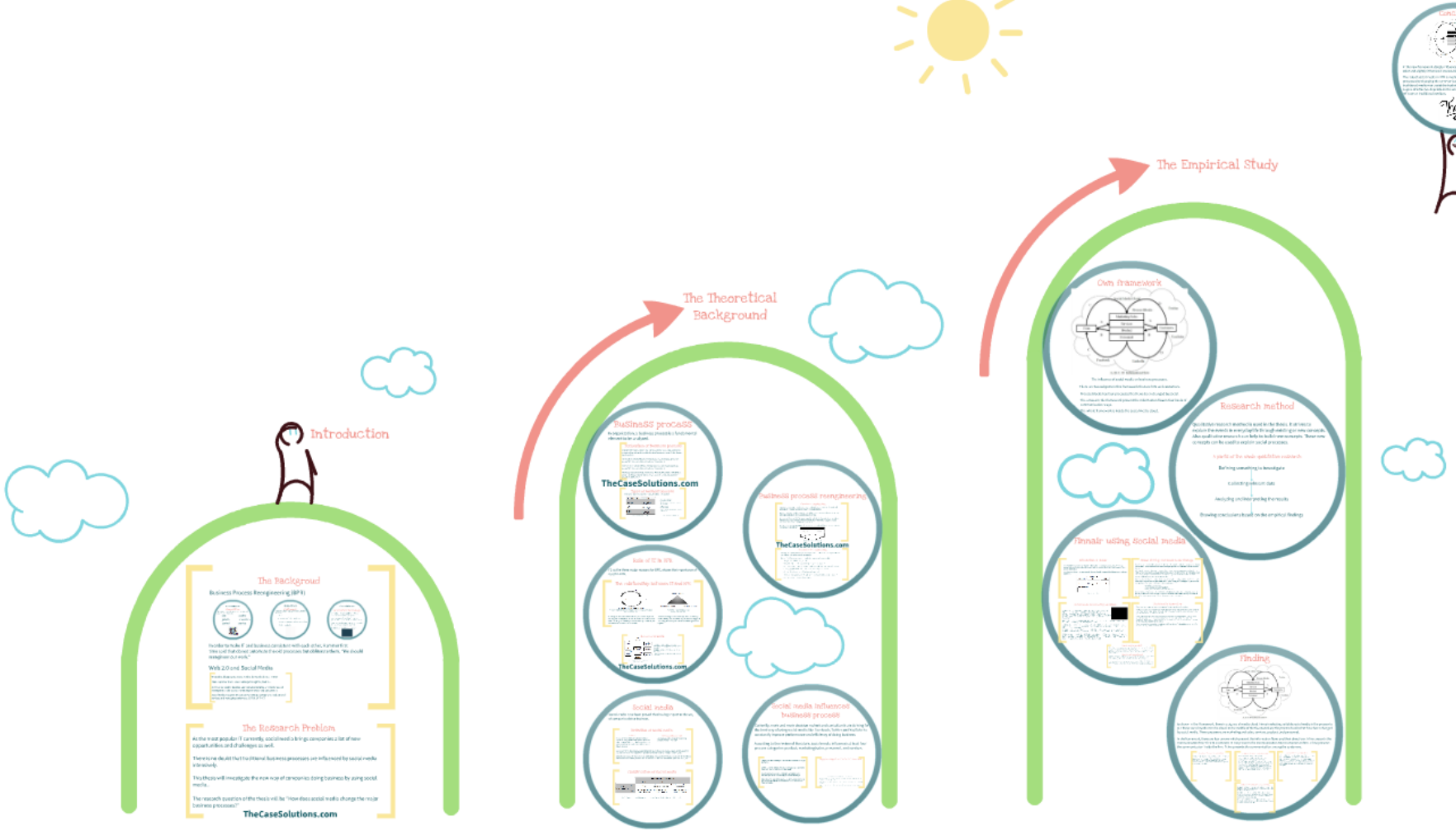

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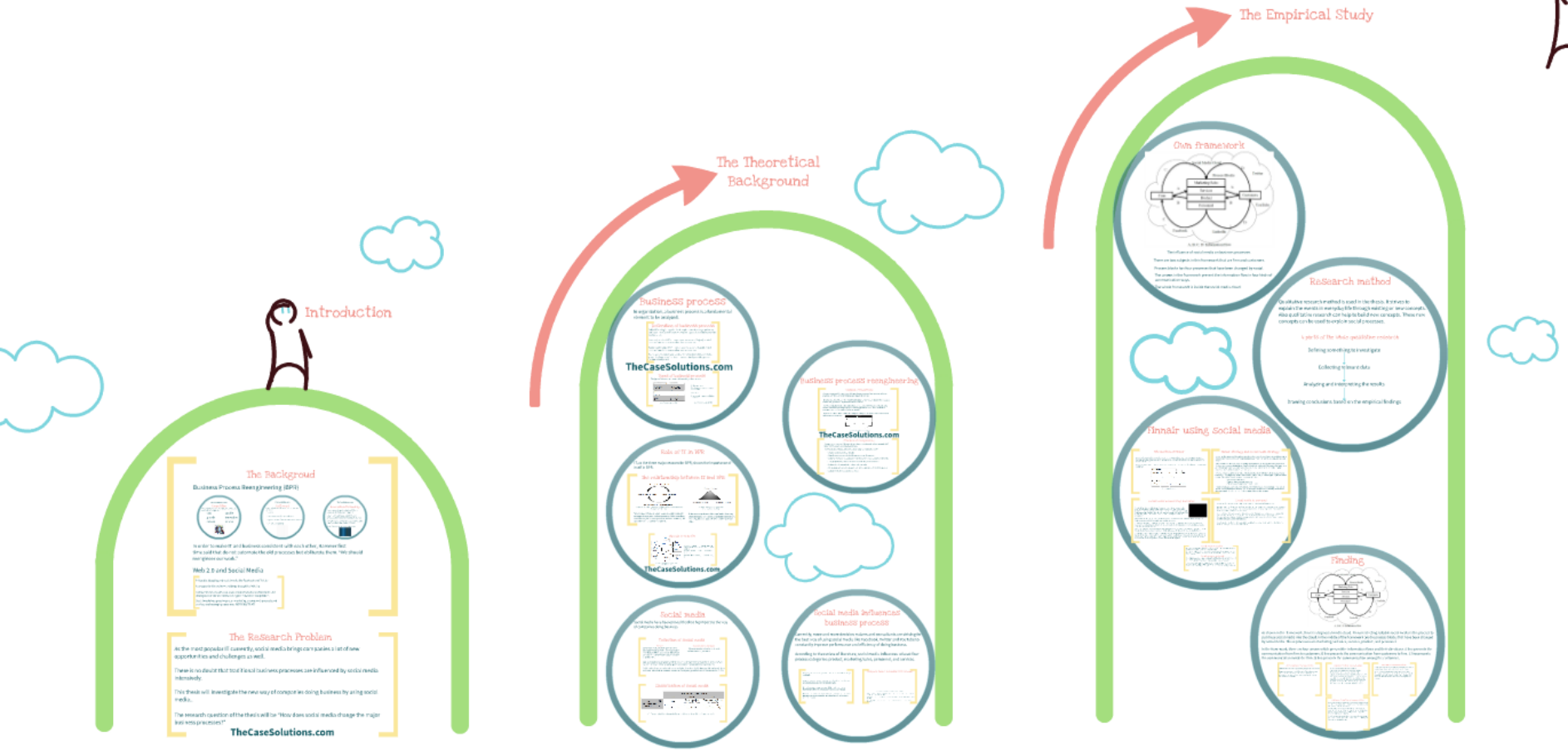

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Competition

The competition around the industry was more and more intense and dynamic.

- cost
- growth
- control
- quality
- innovation
- service

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Customers

Customers had more influences to the companies than ever before.

- diverse
- more expectation for the consultation
- high requirement for the quality, service, and price
- difficult to keep loyalty

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Information technology

technologies changed rapidly from 1990s and especially information technology (IT).

organization could boost the performance of processes by rationalize them and automate them.

using IT to speed up those processes could not solve the fundamental performance problems.

hard for IT to align with the old processes.

strategies in order to deal the emergent networked competition.

Social media has great impact on marketing a company's products and services and managing customers. NOT ONLY THAT!

The ReSearch Problem

As the most popular IT currently, social media brings companies a lot of new opportunities and challenges as well.

There is no doubt that traditional business processes are influenced by social media intensively.

This thesis will investigate the new way of companies doing business by using social media..

The research question of the thesis will be "How does social media change the major business processes?"

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Business process

In organization, a business process is a fundamental element to be analyzed.

Defionition of business process

Pall (1987): the logical organization of people, materials, energy, equipment, and procedures into work activities designed to produce a specified and result (work product).

Davenport and Short (1990): business process as a set of logically related tasks performed to achieve a defined business outcome.

Hammer and Champy (1993): business process as a set of logically related tasks performed to achieve a defined business outcome.

Business process contains purposeful activity. It is done collaboratively by a group. It is always cross-functional. It can be driven by outside agents or customers. (Ould, 1995)

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Types of business process

The types of business process were discussed by several authors.

Process Dimension and Type	Typical Example
Entities	
Interorganizational	Order from a supplier
Interfunctional	Develop a new product
Interpersonal	Approve a bank loan
Objects	
Physical	Manufacture a product
Informational	Create a proposal
Activities	
Operational	Fill a customer order
Managerial	Develop a budget

Types of Processes by Davenport (1990)

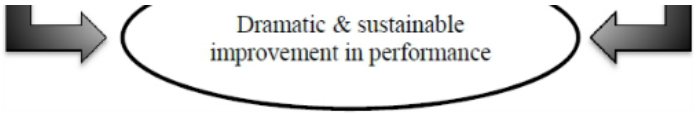
- Production process

  Production process is like the operational process that has an output.

- Office process

  Office process is like managerial process that plays a supportive role.

Types of Processes by Lindsay et al. (1993)



The reengineering concept by Hammer & Champy (1993)

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Principles of reengineering

Through the definitions of BPR above, it is easy to get the conclusion that four keywords of BPR are fundamentals, radical, dramatic and process.

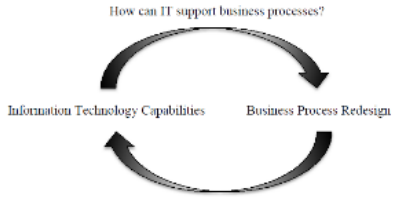
Hammer (1990) summarized seven principles of reengineering to guide the BPR.

- Organize around outcomes, not tasks.
- Have those who use the output of the process perform the process.
- Subsume information-processing work into the real work that produces the information.
- Treat geographically dispersed resources as though they were centralized.
- Link parallel activities instead of integrating their results.
- Put the decision point where the work is performed, and build control into the process.
- Capture information once and at the source.

Role of IT in BPR

IT, as the three major reasons for BPR, shows the importance of itself in BPR.

The relationship between IT and BPR



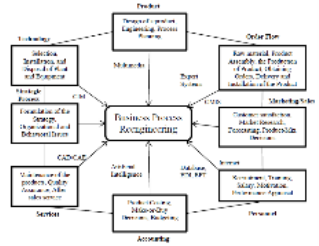
The recursive relationship between IT capabilities and business process redesign
(Davenport & Short, 1990)

Thinking about IT should be in the way of considering how it can support redesigned business processes. At the same time, when thinking the business processes and improvements, the capabilities of IT should be considered.

The information systems strategy triangle
(Pearlson & Saunders, 2006)

Business strategy should drive organizational strategy and IS strategy and in reverse, organization strategy and IS strategy should support defined business goals and objects.

The role of IT in BPR



According to different characteristics of business goals of the company, all major business processes are classified into several categories.

This model shows what and how IT impacts on each business process block.

These process blocks will be used again later when discussing social media.

A conceptual model to illustrate the role of IT in BPR
(Gunasekaran & Nath, 1997)

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