Editorial

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Social Media: Is it a fad or a change in the way people communicate?

Digital Media: Is it going to replace conventional media?

Is youth today really not available on television or print media?

These are some of the questions which are doing rounds in the Marketing circles.

Conventional media was considered a unidirectional platform to address the target mass, where the users were passive and were at the receiving end, but rarely got an opportunity to give feedback. The result of a recent advent in technology, Social Media is now offering a bi-directional, multifaceted and open platform for the users to communicate, by employing internet and mobile based technologies as an interactive emporium. It has integrated itself into everyday lives, both personally and professionally. With the exponentially growing number of users, its ability to capture quick feedback and immediate trends, Social Media offers tremendous potential for businesses.

Focusing on key facets of Social Media, ICSM 2014: an *International Conference on Social Media for Business* was organised by IIM Raipur during January 10-11, 2014 to set a platform for leading academicians, researchers, practitioners, theorists, puritans, corporate professionals and even sceptics to come together all at one ridge to share, discuss, deliberate and explore the business perspectives of Social Media. Although there is a staggering potential yet to be tapped, social media possess a threat to the security of data and personal privacy in cyber space. The conference aimed to unfold the fads and facts, experiences and research results about all aspects of Digital Marketing and Social Media and discuss the practical challenges encountered and solutions adopted. As internet permeates through varied geographies and demographic clusters, the online market simultaneously has been witnessing galloping growth. In India, online buying is rapidly becoming popular and the digital impact on consumer spending is expected to be $150 billion by 2016. ICSM2014, the first ever International Conference in India where learning, sharing and exploring all happened at the same time, intended to attain following objectives:

- Provided inter-disciplinary forum across different sectors for professionals, academicians, researchers and scholars on emerging role and trends in Social Media and Internet Marketing.

- Voiced the issues and concerns emanating from digital marketing landscape and developing ideal eco-system for leveraging value.

- Encouraged exchange of ideas between academia and corporate aimed at formulating business model harnessing optimal value from Social Media and Internet Commerce.

The theme of this Special Issue of *IJIIM* is 'Social Media in Business and is the outcome of ICSM2014. Out of 120 papers presented in the Conference, 54 papers were shortlisted for consideration of special issue of IJIIM to be rewritten for a rigorous double-blind review process. Finally six papers were selected for publication in the special issue.

The first paper by Nibedita Sahu and Biswajit Das on 'Challenges and opportunities of adaptability of social media practices in government organisations in India' discusses the evolution of social media and its adoption by private organisations as well as government organisations which are an untapped territory until now. The feasibility aspect of social media adaptability by government entities, keeping in focus challenges such as organisational complexity, steep hierarchical structure, willingness quotient of government workforce, ambiguity in delegation of authority, chances of information mismatch etc are discussed at length. The article also attempts to suggest a few practical guidelines for social media adaptation by government organisations in India.

The second paper titled 'Transforming the e-learning platform through its critical success factors' by Puja Singhal, Vandana Sehgal and Vipul Singh focuses on the results of a survey conducted amongst students enrolled in an undergraduate and post graduate programme of Amity e-learning centre and e-learning initiatives of IGNOU.

- *Importance of the research discussion*: There are different factors that need to be considered while developing or implementing e-learning based courses. This study developed an integrated model with four dimensions: Computer Self–Efficacy (CSE), Pedagogy, E-learning System Service Quality and Institutional Support. Factor analysis was used to assess the dimensionality and uniqueness of the variables. The proposed model was tested by the use of multiple regression analysis.

- *Findings*: The results show that how institutions can enhance learner satisfaction by adopting innovative models to further strengthen their e-Learning implementation. And how the different platforms can leverage and learn from the strengths of each other as the traditional boundaries between formal and informal education systems are gradually diminishing and online learning via social media is deeply impacting learning worldwide.

- *Research limitations/implications*: The accuracy of the analysis is dependent upon the accuracy of the data reported by selected e-learning centres.

- *Practical implications*: The result of this study would enable understanding of the academic community as well as the universities who are trying to incorporate the concept of e-learning.

The third paper by Arunima Khullar and Prakhar Pandey on 'Effective use of social media recruiting' delineates the digital media presence of nearly 50 companies categorised in accordance of Industry and Employee strength. The paper further probes into the digital practices followed by a selected few of these 50, by studying their efforts in Social Media, their approach towards change in Recruiting policies, benefits derived, and management level interventions taken to promote this change.

The fourth paper titled 'Effective use of social media for talent acquisition and recruitment' by Kulwinder Singh and Sheetal Sharma discusses about the consumption of social media for talent acquisition and recruitment to connect with candidates across locations and geographies. The penetration of social media in the hiring process is fuelled by the increasing number of internet users, the reduced cycle and deadlines for completing the selection process, decrease in the usage of traditional ways of hiring and the convenience social media brings to the entire process of selection. Looking at the flip side, screening of candidates via social profiles can be time consuming and misleading. This article focuses on the constructive usage of social media for ensuring expedited filling of vacancies. Also, it will discuss how the supporting tools on different social media websites can act as a filter and help recruiters in searching the appropriate candidate best suited for the job offering.

The fifth paper 'Technology failing CRM: current issues in the Indian banking industry' by Sandeep Puri and Rahul Verma explores the issues related to the CRM implementation in the banking industry in India.

The last and sixth paper 'Factors affecting selection of online buying website: an analytical study among the Indian youth' by Sanjeev Prashar, Vinita Sahay and Dushyant Panda investigates and explains the factors that influence the choice of online buying website among youth in India. This study gains importance as online buying assumes significance and pervades across different sections of society. This research uses data reduction with the help of Exploratory Factor Analysis (EFA) on a sample of 220 respondents and condenses a set of twenty variables into a comprehensive seven factors that directly influence the choice of online buying website. Companies may use findings of this research as guidelines for the development of strategic framework in the business of online shopping. As the world looks towards India and its online revolution, each website looks to capture the heart and hard disk of the digital consumer.

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