

EMERGING MANAGEMENT & TECHNOLOGY FOR ECONOMIC SUSTAINABILITY



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Rs. 650.00

EMERGING MANAGEMENT TECHNOLOGY FOR ECONOMIC SUSTAINABILITY

First Edition : 2017

Published by :

ANURAGAM

19, Kannadhasan Salai

T. Nagar, Chennai - 600 017.

Ph : 044 - 2434 5641, 2431 3221.

email : anuragam78@gmail.com

Typeset by

Classic Designs,

Chennai - 600 017.

Printed at

M.K. Graphics,

Chennai - 600 021.

ISBN : 978 - 93 - 5228 - 080 - 3

Preface

Achieving sustainable development depends on social innovations coupled with changes geared towards sustainability in all spheres of business and services. We emphasize on empirical evidences about how to emerge of management and technology towards sustainability. The priority is to enhance the governance of sustainable development which is widely recognized through technological changes in societal practices, regulations, infrastructure and culture, and that innovation is a result of interactions of government, private and international organizations.

The conference aims to provide conceptual and practical insights into the emerging interface in the field of management that paves the way towards economic sustainability. The emphasis on a culture of evidence is reflected in this matured management technology. The profession is moving beyond the early moral inhibitions to real time implications.

As the management and technological purview has expanded, it unleashes its sub-systems too. This conference provides the convergence of thoughts and facts of research on management and technology for sustaining the global geographic boundaries.

In this juncture, we take immense pleasure to express our thanks and appreciation for their untiring contribution towards this International Conference to all the Organising Committee members: Dr. Mohamad Kashef (Vice Chancellor and CEO), Prof. Dr. (Provost), Dr. Taimur Sharif (Dean of Business), Dr. R. Al Hosn University, Abu Dhabi, UAE. Dr. R. Dr. Krishanan Maniam, Dr. Kumaran Suberamaniam, Malaya, Kuala Lumpur, Malaysia. Dr. Oppila Mathivanan, Madras. Dr. Aranga Pari, Annamalai University. Dr. V. Sri Sairam Institute of Management Studies. Dr. V. Dean-Dr.MGR Janaki College of Arts & Science. Dr. V. Sri Sairam Institute of Management Studies, India.

39. A Study on the Relationship Between Personal, Familial, Social and School Related Components of Stress and Socio Economic Status Among Secondary School Students in India with Special Reference to Kerala State
Dr. K. Anvar 408
40. Understanding the Perception of Millennial Generation Towards Online Shopping - A Study with Reference to Chennai
Dr. K. Soundarapandiyam, Dr. M. Ganesh 417
41. Climate Change and Sustainable Development
Dr. Manisha Gupta 434
42. Social Media Content Analytics : Study on Business to Consumer (B2C) Fan-Pages
Dr. S. Kumaran 445
43. The Impact of HR Practices on Employee Enablement A Study with Reference to Manufacturing Sector
Dr. S. Ramakrishnan 458
44. Technologies and Economic Development - A Glance
S. Santhana Krishnan 467
45. National Restructuring Through Withdrawal of Legal Tender as A Move Towards A Psycho-Socio-Eco-Politically Sustainable Society
Ms. Vrushali Pendse, Dr. Sundari K.P., Ms. Bhagyashree Sawant 471
46. Edu-Technologies for Economic Sustainability : A Cross Sectional Analysis of Moocs and Indian Initiatives
Dr. T.C Thankachan 485
47. Rehabilitation Frame Work on Organic Agriculture - A Study with Reference to Tamilnadu
Dr. V. Hemanth Kumar, Dr. K. Sentamilselvan 499
48. 'Evaluating Adaption of VUCA World in the Service Sector : A Case Study'
Dr. Vasanthi Reena Williams
49. Influence of Celebrity Endorsement on Brand Perception and Purchase Intention - Reference to Chennai City
S. Dinesh Kumar, Dr. Anju K Paul,
50. Technology Integration : The Catalyst for Economic Sustainability
Anju K Paul,
51. Packaged Drinking Water Industry Threats of Water Business in India
Dr. S. Dinesh Kumar,
52. Women Entrepreneurship for Economic Sustainability
Dr. Nazim
53. Women Empowerment and Economic Sustainability
Dr. Noor
54. Developing A Blended Learning Paradigm for Technopedagogical Achievement Among Teachers at Secondary Level
Dr. Sumy M. Scaria
55. Porous Based Immunosensor for Detection of LDL Molecules from Blood Serum Using an Array of Cantilever Beam
Mr. S. Praveenkumar
56. Review on Fabrication of Porous Scaffolds and Analyze its Effective Parameters
Ms. P. Mahiz Mathi, M

SOCIAL MEDIA CONTENT ANALYTICS: STUDY ON BUSINESS TO CONSUMER (B2C) FAN-PAGES

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Abstract

One of the supreme way of directly connecting with consumers via Social Networking Sites (SNS) is to generate a brand page in Facebook (called fan page) containing products information and publish regular postings on these pages. Customers will reply differently to these postings. In defining the effectiveness of social networking sites, marketers are measuring metrics to calculate the engagement rate (e.g. number of comments/share and likings in fan pages). The study applied Pseudo-theories and analyzed a total 3543 brand posts from 19 of the most popular B2C (Business to Consumer) fan pages of Malaysia. 12 months' worth of data (From September 2015- August 2016) were collected for analyses, which were available online from the Brand's fan pages. The Fan-page content was analyzed using Cross Section Regression of the EVIEWS 9 software for its impact on multiple contents upon user's engagement actions. The study explored the content features (content quality, content valence and content volume) of S-O-R (Stimulus -Organism-Response) model and identify their impact on user's engagement actions (Like, comments and shares). The findings of the study will direct e-marketers to apprise informational analyses upon the effectiveness of the posted contents' features.

Key Words: Social media metrics analysis, Fan pages, Social Media Marketing, Social Media Content Analysis, and Social Media Engagement.