Take the risk or lose the chance – the impact of social media on the developing of businesses today

Oana-Georgiana SECUIAN
National University of Political Studies and Public Administration,
Bucharest, Romania

oanasecuian18@gmail.com

Anamaria-Gabriela VLAD
National University of Political Studies and Public Administration,
Bucharest, Romania

gabi.vlad10@yahoo.com

Mihaela VLAD
National University of Political Studies and Public Administration,
Bucharest, Romania

vladmihaela16@yahoo.com

Abstract

The study focuses on informing the readers about the dangers that can occur when using social media in their work place, educating users on data security and easing the process of transmitting information for the purpose of improving organization at work and the proper functioning. The paper relates to the concept of social media as a friendly yet somewhat dangerous environment, specifically when talking about businesses. The research was based on similar books and articles which share this view on the matter. The main method employed was case study. Ensuring users that even though using these communication methods, the transmission of information between employees is much easier and more efficient, the problems that may arise exceed or not the benefits listed above. The article highlights some useful insight into the usage of social media as an asset that any business has access to.

Keywords: *social media, e-Business, security, work place, data.*

1. Introduction

1.1. Technology development over time

Nowadays, technology has developed so much that it can be found in all fields of activity, from education and health to recycling and infrastructure. Although people did not seem to be giving much importance and confidence at first, technological progress made these innovations necessary. The battle to take pole position is evolving at the speed of light. Whilst traditional media is experiencing challenges in attracting future audiences, social media started with the same audience that traditional media disregarded and despite this, they failed to create relevance even with their current audience [1]. With this development, people are trying to keep up with this fast and inevitable expansion, one of the ways being to implement IT education from the primary classes. Although the rate of people with Internet access increased to 89% in the EU in 2018, most of them do not have other devices to use it, apart from mobile phones [2].
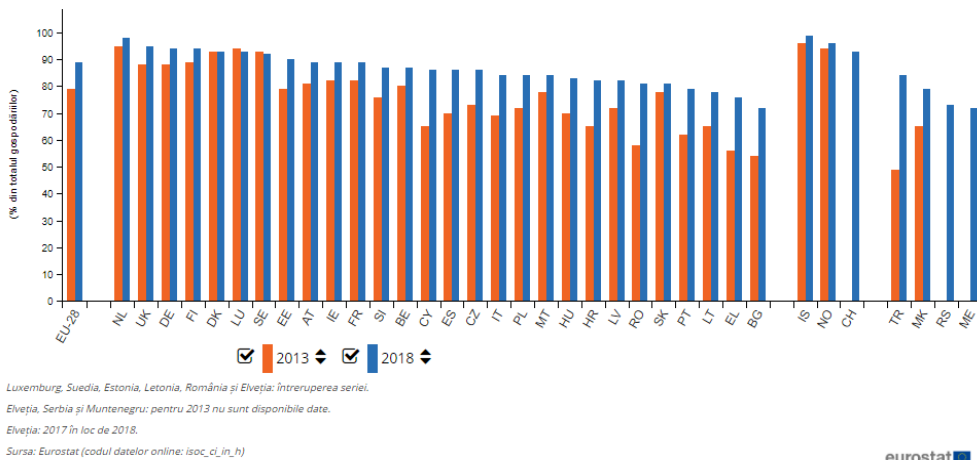

Luxemburg, Suedia, Estonia, Letonia, România și Elveția: Întreruperea seriei.
Elveția, Serbia și Muntenegru: pentru 2013 nu sunt disponibile date.
Elveția: 2017 în loc de 2018.
Sursa: Eurostat (codul datelor online: isoc_ci_in_h)

eurostat◻

Figure 1. The access to Internet in homes, 2013 and 2018

On the other hand, there is a wide disparity between certain continents, it is looking for political regimes and the economic structure, where people's access to the Internet is restricted and often they do not have the opportunity to acquire an appropriate gadget.

1.2. The impact over society

In addition to freeingly accessing information, the Internet is a place where users are protected by anonymity and can express their opinion on a wide range of areas. The noise was reduced and meaningful communication and instant participation enabled. It empowered the individual who had a story to tell with the tools to proclaim their news to the world [1]. Because of people's need to assert themselves in the online environment, different platforms have emerged where

people can express their thinking, not being constrained by certain external factors. At the same time, the unrestrained expression of users has generated controversy amoung people, hence has resulted in certain phenomena, such as "bullying", which affects not only children who use these platforms, but also adults who can go through similar situations. Bullying is defined as an aggressive act that is carried out by a group or an individual repeatedly and over time against a victim who cannot easily defend him or herself [3]. With the use of Internet and mobile phones, a new form of bullying has emerged, often called 'cyber-bullying' [4]. In cyber-bullying, aggression occurs via electronic method, via the Internet and especially through social media [3]. Because of these situations, people are less inclined to try all technology and choose to protect themselves from the effects. Taking these consequences into account, people have started processes to educate and specialize all users in order to avoid threats from the online environment.

1.3. Implementation of technology in people's everyday life

Social Media are various forms of user generated content and the collection of websites and applications that enable people to interact and share information online. Social media is based on computer interface technology that acts as a platform to enhance education by facilitating sharing and exchange of thoughts, ideas, information through usage of communication network called internet.This gives acces to any information virtually at an immense speed at the location of the user making it distance free [5].

The implementation of Internet access has expanded globally as a necessity for society, because employees need to facilitate their work and to be able to organize their tasks more efficiently, as time is a limited resource. Another innovation was the introduction of private networks (intranet) that made working hours more efficient, as the information on the server at the workplace can be accessed via a password from the home computer. Due to the use of technology in all fields of activity, a number of software applications have been developed for use in certain areas of competence such as accounting, personal records and word processing. Another section in which technology is indispensable is the health field, with databases being specially created to centralize patient information, being useful to doctors to compare different symptoms and to make a diagnosis.

1.4. Promoting through social media

Currently, people attach great importance to the online environment, as marketing departments have developed an entire industry based on this type of promotion. Online promotion makes the businesses profitable and less expensive, because most of the expenses made over a business are for advertising and promotion. This can be decreased by constantly and regularly involving on the social media to connect with the right audience [6]. Social networking sites can also create the user profile according to the needs of the user, transmit data contrary to large commercial companies, thus making a wide range of products available to the user.

The monetisation of information involves collaboration between search engines and social networks, which can offer consumers products or services that meet specific needs. In the context of the promotion of certain businesses on social media, people have started to give greater confidence to companies that have better publicity of the goods and services offered, than in the case of those that cannot be found in the virtual environment, no reviews of people who have been in contact with them. Given that 39% of the fastest growing companies in the US have implemented e.g. bloging compared to only 11.6% of Fortune 500 companies [7], it cannot be ignored that social media can offer businesses a competitive edge . Today the potential of customer contributions and recommandations for products and services is more highly valued than ever before [1].

1.5. Threats that occur with the online platform

Along with the benefits of technological development, there are also disadvantages, because there are hidden dangers of this field. In addition to the data processing and the above-mentioned bullying, there is a risk of theft of the identity that can be occured by securing the weak accounts created, from which it can degenerate into illegal access of bank accounts, for example. Given the ease of creating a website that can be used for illicit purposes, users can be caught in the "phishing" phenomenon, in which they make personal data available to the creators of that site without any reference to the danger behind them. Moreover, another threat can be an error in the system, a good example being the flights agencies that issue more tickets to travellers than aircraft number of available seats, with the risk of a flight being lost.

2. Materials and methods

In little more than a decade, the impact of social media has gone from being an entertaining extra to a fully integrated part of nearly every aspect of daily life for many [8]. The importance of this media has evolved due to the attention and interest of market consumers. In the field of business, it is necessary to implement these ways of communicating with customers interested in products or services provided by companies established in the sales market. Online platforms have a wide influence on consumers who can easily be manipulated by a fast presentation of a particular good or service, people want to try something new, something different from everything they have seen so far. Today, most firms involved in computer technology, social media, and e-business use a more intelligent approach to development and realize the need to satisfy customer needs. The long-term view held by the vast majority of analysts is that the use of the Internet will continue to expand along with related technologies [9].

In the business world, the most important agent is represented by the amounts collected by the company owned [1]. For an entrepreneur the most important aspect is money production, they are interested in business growth due to increased sales, as well as increased turnover and earned profit. A company's

director or manager will always invest the resources needed for increased, stable and impact production. A prosperous business is the one that offers a social impact, because it is the people who have the power of expansion and those who hold the demand. The offer from a company is due to the percentage set by the demand of consumers. Thus, in order to make the greatest and most significant return, entrepreneurs use all possible ways to attract customers, and the social media world is the best possible way.

For social media implementation in businesses, the first people to interact with these modalities are employees of the company who are trained to make the best use of the resources provided by employers. While using these online platforms, aiming for better communication between employees and consumers, this advantage brings with it threats such as the promoting of false information or data leakage. Data leaks can be expensive, harm an organisation's brand and reputation, and diminish trust. Customers and shareholders alike expect organisations to take appropriate measures to properly safeguard their data and investment. A successful data leakage prevention (DLP) programme can significantly reduce these risks [10]. Even though the aim is to prioritize consumer needs and their interests, social media can be seen as an enemy in the processing of the requirements received, because of this data leakage, that consumers also provide, maximizing the profit of large companies. The legal definition of social robots shoul be characterised by the following traits/capabilities: embodied (they have a physical form - software), emergent (they learn and adapt to changing circumstances), social valence (they are thought of as more than an object and have the ability to elicit emotional social responses from their users). Social robots use artificial intelligence to interact and communicate with humans and possibly with their brethren. They learn from us through our choices and actions on their platforms. For example, robotic shopping assistants in the form of algorithms have been designed to keep track of our past purchases and recommend future buying [11].

Businesses have also attempted to exploit social media for internal uses. Social media has been touted as a way to enhance communication among employees for the purposes of innovation and collaboration, and to heighten employee loyalty and commitment [9]. For instance, One Tech Company and Tupperware have implemented internal social media platforms to facilitate communication within the organization [9]. CEMEX, a cement company, has used social media to improve sustainability in its operations [9]. The project was initiated by the innovation department, which also invited a large number of employees to participate in the initiative, in a grass-roots way, instead of being implemented top-down by executive mandate. This led to a 5% improvement in the use of alternative fuels in just five weeks. Xilinx, a software company, increased its engineers' productivity by 25% after using social media for knowledge management instead of its large, unwieldy knowledge management database that was never consulted [9]. Finally, researchers and practitioners see great potential in exploiting Big Data generated by social media. Big Data has been used for planning, for market forecasting, to provide real-time data, and to obtain information on competitors [9]. Researchers have found that Big Data obtained from social media sources can be of benefit to a company's

brand image and stock performance, and that LinkedIn and other similar Social Media platforms can be used to measure an organization's competitive intelligence and employ self-developing ranking systems. We argue that the mistake most businesses have made in attempting to exploit social media for their benefit is that they have used a market or a hierarchical logic approach to address social media. When organizations engage with social media from a market logic perspective, they are trying to exploit it, without considering whether they are bringing any value to the community. When they engage with social media from a hierarchical logic perspective, they are trying to control it rigidly. Both approaches destroy trust, and therefore communities. In the long run, they will eventually fail [9]. In summing up the challenge, we've identified six factors that make social media so difficult to address because, combined, they illustrate how the conventional wisdom of customer communications and brand engagement no longer applies:

- "You Give Up Control":
  -There's no viable regulation of the media, so the content doesn't have to be true.
  -The impact of social media cannot be stopped or undone, even in court.
- "It Is Everywhere":
  -Social media transcends traditional geographic, demographic, and economic boundaries.
  -Social media content is amplified via the "viral effect".
- "It Is Emotional, as well as Functional":
  -User-generated content often is triggered by an emotional reaction.
  -Social media forces companies to shift from dealing with long, predictable cycle times to having to make decisions much more quickly and with less precise information [12].

"You Give Up Control"

There are countries such as India which do not have specific laws to deal with menace of fake news but still have existing legal provisions under Indian Penal Code [13]. Judicial interpretation of intention behind speech is and always has been difficult. A slip of the tongue has simply morphed into a slip of the thumb [14]. Even if the information submitted is false and is proven to be so in a court, the damage is already done and it will be very difficult for the firm to regain the respect and trust of its clients.

"It Is Everywhere"

Because geographical, demographic and economic barriers no longer exist, the Internet with all social media is enjoying a rapid increase in the number of users that make it difficult to control information about a company's activity. As more and more people on the street or in the means of public transport are spending more and more time talking to other people who are not physically present it's changing before our eyes. Some of these changes will bring benefits for the state of good in society, others will erode it [15]. The information is spread quite easily through a single share and it can be modified by any user without prior approval. Once the

information has undergone transformation during its transmission, it is extremely difficult to identify the author.

"It Is Emotional, as well as Functional"

The main feature of social media is the presence of human interaction, which is why the information or responses to specific informations are based on emotions rather than critical thinking related on science-based documentation. There is evidence of the relevance of emotions in online communication, many yet unanswered questions remain, and the field seems to not yet have established internal coherence. The results of our literature review show that not many studies draw from theories on emotions, and some concepts could use clarification. An additional challenge in researching social media is that it is a moving target: previous research indicates that the way people communicate online seems to have changed markedly during the last decade [16], although we know little about how and how much, exactly. This means that some of the previous findings in the field may no longer apply and should not be relied on blindly [17]. This puts companies in difficulty, because they are forced to constantly defend themselves by taking prompt decisions that deviate from their business plan. It is demanding for companies to prevent such situations from the social media uncontrollable environment.

Regardless of the reasons for rapid changes to the social media landscape, the constant change in demographic and technological character of these websites has resulted in a significant knowledge gap relating to user motivations for usage and its impact on e-business for both practitioners and academics. One of the challenges to understanding the role of social media in e-business relates to our ability to understand cognitive usage motivations and how that translates to effective business strategies.

With social media playing an increasingly important role in today's e-business, it becomes imperative that e-business professionals and managers be aware of the ways in which the motivations for social media usage can impact the communication and marketing strategies of e-business. E-businesses are increasingly using social media as advertising and marketing vehicles. And knowing that advertisements on social networking sites that appeal to users' motivations for joining the site tend to be more effective than others, e-business practitioners are advised to pay particular attention to user motivations for using a particular technology before deciding to invest in advertising on that medium. The discovery of self-expression as a new motivation for social media usage has several implications for both social media websites and e-businesses. Self-expression and personal brand management is becoming important, and in some ways, easier on social media. For instance, an individual can position him or herself as an expert in a certain area by regularly posting links to news and articles in that area, by creating and regularly updating a blog in that area, or by "liking" topics and activities on a website that establish a certain level of credibility. Gillin calls such an expert the "new influencer" [18]. E-businesses can start by identifying such "influencers" in online networks as these individuals act as key links between marketers and the public in general. Orienting marketing activities around these influencers can potentially yield greater ROI than targeting the public at large.

Along the lines of personal brand management is our finding that social media users are using such websites as tools to enhance and build professional networks. What this means for e-businesses is that social media need to be well incorporated into not just their marketing and communications plans but also into HR and hiring plans. This finding and implication is underscored by the fact that recently the main social networking site for professionals, LinkedIn, went public and generated a market value of $9 billion USD, the highest for any Internet company since Google [19]. Social media websites such as LinkedIn provide e-businesses opportunities to find and hire employees based exactly on their needs. The online profiles-personal brands-and the wealth of content created by social media users provides e-businesses all the necessary information that is needed in their hiring process [21].

The role that information plays is key. Yet, the last decade has seen a steady erosion of trust in institutions and traditional media, with social media often facilitating the spread of fake news – often times politically engineered. This may undermine the public sector's ability to effectively communicate with citizens and exacerbate the fallout. Nevertheless, it is imperative that governments aim for clear communication explaining specific actions and measures [13].

Without employees, a company could no longer exist in the real sense of the word. But with everything that's happening today, the amazing technology development is a disadvantage in terms of employee productivity in the workplace. They seem to be tempted to use their time on social media instead of taking advantage of it.

The wordwide rapid diffusion and growing popularity, potential risks, negative impacts or controversial issues of social media exists. Das and Sahoo describe the impact of social networking on individuals: "The growing popularity of social networking sites (SNS) among the Internet users demands an introspection of personal and social behavior of human beings [22]. Today 1.5 bilion people across the word have their profiles in social networking sites. Everything looks nice when you create a profile on social networking site, but how you feel when someone starts blackmailing using your personal data. Your boss threatens to fire you for posting comments on SNS. You feel compulsive to check your profile during work hours. SNS becomes a reason for anxiety and addiction. It starts affecting personal relationship with spouse and family members. Such sites make private life and public life of an individual a digital document" [23].

The interface is not necessarily addictive even in this autonomy-compatible sense, since it really functions as a deferral of desire satisfaction combined with a substitution of its mechanism for the original desires that brought someone to the scene. This becomes evident when we compare other examples of the interface, such as the search library function available within music storage sites or computer software. Here, we can observe the very same restlessness and failures of choice associated with the dating apps. "I scroll and scroll for something to listen to, but never settle on anything; soon, the act of scrolling itself is the activity I am engaged in, which is offering me pleasure. A similar example is the constant scroll feature of online news sources, blogs, and (notoriously) Facebook. One can never come to the end of such experiences: there is always more being added to the feed-suggestive

word-and hence no opportunity for even the momentary sense of satisfaction experienced by the addict or, a fortiori, someone with a less troubled relation to their own desires" [23].

The person caught up in the interface is, in this sense, worse off even than the addict, at least those of the unwilling variant. The analogy to the willing addict is closest-though it is worth bearing in mind that the willing addict looks a lot like a "healthy" person, except for the adverse effects of the drug or stimulus [24].

Business processes have become so complex that they must be automated because employees can no longer perform all the tasks required in the time available. 'None of us can work in a vacuum in today's world; we must work with one another to get things done [25]. Organizations today are constantly facing the challenge of contextualizing this phenomenon and its effects on the employees' ability to perform duties assigned to them and the ability to draw boundaries between personal and professional use of organizational information technology resource. Wasting time through internet activities is simple and it is a huge hidden cost to business. If the company has an eight-person department and each of them spends an hour a day on the above activities, that is a whole employee wasted [26] [27].

3. The conclusions of the case study

As a result of the above, we can say that social media have certain weaknesses in the business environment that pose quite high risks, which entrepreneurs are willing to take on, without having the best training to avoid exposure to potential online attacks.

Security scans performed on 60,000 Magento websites, the most popular e-commerce platform, show that 78% are missing critical security patches, while 5% are confirmed to have payment card data harvesting malware stealing their customer details.

The scans were carried out, in the last week, using Foregenix's free online scanner, WebScan.

The findings follow a number of high profile breaches of customer data over the past year, involving companies including Oracle, Cisco and Yahoo.

The cyber security company, which is renowned globally for its work with banks and payment providers, has an active threat intelligence team researching and analysing attack trends, with a strong focus on the eCommerce sector [27].

According to ENISA Threat Landscape report 2018, leaks continue to be one of the growing cyber risks, covering a wide range of compromised information - from personal data collected by internet companies and those providing online services, Up to business data stored in it infrastructures. However, the indisputable truth is that - despite the impact or target concerned - the leakage of information is usually caused by individual actions by individuals or as a result of an error in the internal processes of the company in question. Occasionally, a technical error or incorrect configuration may also cause a leakage of information. However, the European Union Agency for Network and information Security (ENISA) highlights the issue

that, according to a recent report, unintentional disclosure was the basis for most information leaks in 2018 [28].

Finally, social media has a mass impact because people are influenced by them due to the fact that it is an easy-to-access environment. For companies, the interaction with customers could mean a successful business, but also the failure of it. People should know the limits of using the Internet and the harmful effects that follow from it. Including those mentioned above, in order to have a thriving business... take the risk or lose the chance!

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