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Nota di contenuto	Strategic management and social media : the leading edge / Miguel R. Olivas-Luján, Tanya Bondarouk -- Digital behaviors and people risk : challenges for risk management / Andy Phippen, Simon Ashby -- Leveraging social media technology for business transformation : the case of corporate social communities / Richard L. Gruner, Damien Power, Paul K. Bergey -- Strategic management and social media : an empirical analysis of electronic social capital and online fundraising / Raymond Henry, Lisa Bosman -- Disentangling the strategic use of social media in the insurance industry : a value co-creation perspective / Manuel Castriotta ... [et al.] -- You might be reputable but are you "liked"? Orchestrating corporate reputation co-creation on Facebook / Anna K. Zarkada, Christina Polydorou -- Social media as a strategic tool : going beyond the obvious / Poonam Arora, Carolyn E. Predmore -- Increasing dynamic capabilities of health organizations with social media / Ricky C. Leung -- Social media champions : drivers and sophistication process of social media strategic management / Lukasz M. Bochenek, Sam Blili -- Innovation management, lead-users, and

social media : introduction of a conceptual framework for integrating social media tools in lead-user management / Markus Ernst, Alexander Brem, Kai-Ingo Voigt -- Social media as marketing strategy : an explorative study on adoption and use by retailers / Carlota Lorenzo-Romero, Efthymios Constantinides, María-del-Carmen Alarcón-del-Amo -- Global talent management in multinational corporations and the role of social networks / Huub Ruël, Tanya Bondarouk, Lena Dresselhaus -- Culture and social media : exploration of differences between the United States and Japan / Satoko Suzuki, Kosuke Takemura -- Social networking sites (SNS) : talent management in emerging markets : India and Mexico / Pramila Rao.

Sommario/riassunto

Social media are changing the way businesses interact in technology-mediated ways with most of their stakeholders. Strategically-minded managers, researchers and students cannot afford to ignore the new ways in which interactions with customers, employees, shareholders, and many other important constituents are taking place as a result of the widespread availability and creative use of these new technologies. Conventional wisdom is being challenged and virtual workspaces that had never been conceptualized are opening at blistering speed. This volume in the Advanced Series in Management series bridges empirical and theoretical approaches to identifying and demystify this set of emerging, exciting new family of user-generated content technologies. With contributions from and about a wide diverse range of countries, from emerging to established, researchers and informed practitioners will find intriguing, diverse perspectives on how the social media revolution challenging managers and management scholars. Involving disciplines as different as management, communications, information technology, personnel, finance and others, contributions in this book will be cited in future research projects or used in classrooms and other training settings by those more likely stay in the leading edge of this family of innovative tools.
