

## A Study on Functional Building Blocks of social media –A Bibliometric analysis

**Najma Khatoon**

Research Scholar, The Business School University of Jammu  
Email: najmakhatoon1314@gmail.com

**Dr. Farah Choudhary**

Senior Assistant Professor, The Business School University of Jammu  
Email: farah\_choudhary@yahoo.in

### Abstract

Social media (SM) platforms for two-way communication have undoubtedly been made available to consumers thanks to the internet, this was not feasible utilising conventional media. The purpose of this investigation is to examine recent developments in the field of SM functioning research by synthesising the existing literature and identifying potential future directions. This research gives a comprehensive overview of 24 worldwide research publications on SM functioning released between 2016 and 2020. Years, nations, concepts utilised, models or variables found, study techniques, outcomes, and recommendations are all categorised. Results show that the seven components of functionality assist us in comprehending how users utilise SM for satisfaction & to what extent SM may impact users. It also emphasises that SM are only tools or conduit for conversation, & its effectiveness depends entirely on its users.

**Keywords:** Honeycomb model; Social media functionality; Identity; Conversations; Sharing; Presence; Relationship

### Introduction

Social media has revolutionized the way people interact & communicate with each other, making it an essential part of modern society. As the popularity of SM has grown, so has the interest of researchers in understanding its functional building blocks. A bibliometric analysis of recent studies conducted in the field of SM sheds light on some of the key themes & research gaps in this area.

One prominent theme in the research on SM is user behavior. Researchers have sought to understand how users engage with SM platforms, including their motivations for utilising them, the impact of SM on their psychological well-being, & the role of SM in shaping their attitudes & beliefs. For example, a study by Cao et al. (2021) found that SM use was associated with greater levels of loneliness & depression among young adults.

Another key theme in the literature on SM is content creation. Researchers have examined the factors that influence the creation & sharing of content on SM platforms, as well as the impact of user-generated content on audience engagement & brand perception. For instance, a study by Chen et al. (2020) explored the role of SM influencers in shaping consumer attitudes & behavior.

Network analysis is also a prevalent theme in the research on SM. Researchers have investigated the structure of social networks on these platforms, the factors that drive network formation & evolution, & the role of social influence in shaping user behavior. For example, a study by Park et al. (2020) examined the impact of social influence on the spread of misinformation on Twitter.

Lastly, social influence is a critical area of research in the field of SM. Researchers have sought to understand how SM platforms shape public opinion & behavior, including the role of social influence in driving viral trends, political mobilization, & consumer behavior. For example, a study by Gao et al. (2021) examined the role of SM in shaping public opinion on environmental issues.

In conclusion, a bibliometric analysis of recent studies on SM reveals several key themes & research gaps in this area. These include user behavior, content creation, network analysis, & social influence. By exploring these themes, researchers can deepen their understanding of the functional building blocks of SM & identify areas for further research.

### *Social media functionality : The Social Media honeycomb Model*

From various research studies it was revealed that, on SM? Take control! Understanding SM's underlying structures "utilising a honeycomb-like framework" (figure 1), the functional foundational elements of SM are presented. They are referred to the structure as the SM honeycomb, with each brick symbolizing identification, discussions, sharing, physical presence, ties, standing, & groupings. The component enables the measurement & analysis of specified SM user experience characteristics & their outcomes.

The ramifications of each block & the interactions between Facebook members are highlighted by the honeycomb network(mentioned in the figure). The seven roles include groups, which show how much a user can establish their own communities or businesses, reputation, which shows how much a user can judge the status of other users or themselves by exchanging information, status, friend's list, & relationships, which show how much a user is connected to other users stated by Kietzmann et al., in 2012. The dialogue demonstrates how SM members converse with one another, including speaking, exchanging status updates, sending messages, sharing content, & exchanging desires. In Facebook settings, identity refers to the information that users reveal about themselves, such as their profile information (details of account holders, & credentials), status, & interests, as well as any other information that may be utilised to identify the users. Presence shows that SM users may recognize other users based on their profile, status, conversation, & operational status according to the research study.

Figure 1. The honeycomb of social media

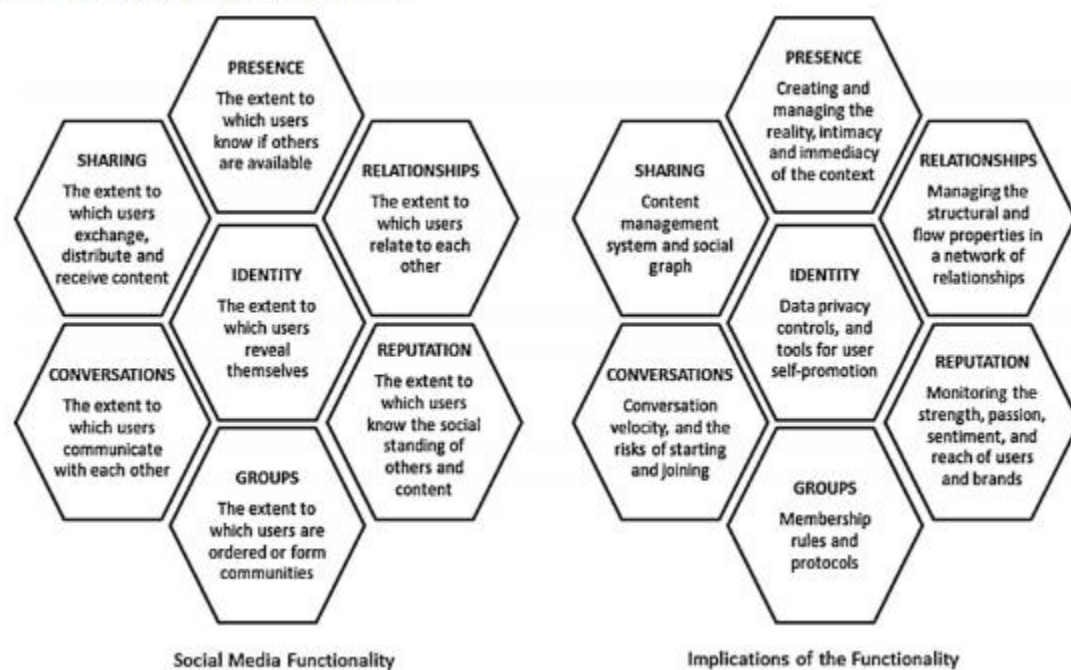


Figure 1. Application of different functional building blocks & their network

Source: Prasanna., & Parida, (2021).

The following seven elements make up the Social media honeycomb:

**1)Recognition:** This functional block displays the extent to which users provide personal data on a social networking site. It may include the user's details & credentials as well as their profession, location, and interests. The fundamental meaning of this functional block is confidentiality. The willingness of consumers to share their personal information is tempered by their worries about its intended use. This is one of the several reasons why individuals occasionally provide erroneous account information. Finding a balance between exposing identities & maintaining anonymity while choosing social networking networks, failure to do so may result in users being less responsible, a rise in cyber bullying, & the posting of irrelevant & offensive remarks according to research study.

**2)Communication:** This functional block displays the user's level of SM contact with other users. The bulk of social networking services exist to enable conversations between individuals or groups. Discussions may occur for several purposes, including people commenting, tweeting, or blogging meet people who share their interests, to make new acquaintances, fall in love, boost their self-esteem, or to be at the forefront of novel concepts or current issues. Moreover, SM platforms enable users to disseminate messages that promote society, the environment, or humanitarian causes. There are websites like which economic & political matters can be debated. Hence, the selection of conversational subjects & settings is vast. Kietzmann, Hermkens, McCarthy, & Silvestre refer to the speed & course of the dialogue as "conversation velocity," which is the functional significance of this block. The amount of new discussions that occur over a specific period of time represents the rate of change, whereas the direction of change refers to whether the conversation continues or ends according to the research study. Initiative taken to initiate a discussion or change its direction is the second definition of the functional block.

**3) Sharing:** This feature component defines the degree to which users exchange, provide, & receive content. The social is defined as frequently connotes the significance of one to one conversations. In many instances, though, sociality is about the items that facilitate these interpersonal relationships.(Engstrom, 2005) Some effects of this functionality block include: a) the need to determine what social objects its members share or to look for novel ways to connect their common interests. b) how widely the thing can or should be distributed.

**4)Physical Existence:** The functionality block describes how much a user can be aware of the accessibility of other users. Kalpan et al., 2010 suggested that the application practically is to understand that SM presence is influenced by the closeness & immediacy of the connection medium, & that higher levels of social presence are likely to produce more influential conversations.

**5)Connection:** The personal connection block illustrates how closely users may get connected to one another. When two or more people "relate," we mean that they have a connection that motivates them to communicate, post content on SM, get together, or just refer to one another as "friends" or "fans" according to the research study. The functionality block's goal is to draw attention to the consumers' willingness & ability to engage. Understanding how consumers create & maintain connections is crucial.

**6) Reputation:** The functionality block that seeks to measure the extent to which SM users can recognize their own & other users' statuses. The choice of a metric system for estimating & giving the data is implied by reputation block. Having selected the metric system, an assessment instrument must be devised or developed.

**7) Groupings:** The capability block that outlines the scope of a SM network's members' ability to create & join groups & subgroups. The application of this network is the emergence of diverse groups & subgroups within SM networks. This makes classification easier since the groups themselves act as categories. User-generated grouping will be sufficient if users just need to arrange their relationships in order to manage their fans, friends, & followers. To allow users to designate their connections secretly would be equivalent to this. Yet more formal group norms & duties are required if a group wants to advance its agenda & gain additional members according to the research study.

## Objective of study:

The study aims to look at the many research papers written & published about the application of communication network consisting of seven constructs: *identification, interactions, communication, sharing, connection, reputation, & groups*.

## Research question

How do the seven communication functionalities—*Recognition, Discussions, Sharing, Physical existence, Relationship, conversations & groupings*—affect people?

## Methodology

The Preferred Reporting Items for Systematic Reviews & Meta-Analyses were followed in this study (PRISMA).International SM functioning research from 2016 to 2022 were included. Social media growth peaked around this time. English-language online studies. Conference papers, reviews, dissertations, & theses were omitted. We utilised the keywords to search Google Scholar, Science Direct, & Web of Sciences for

pertinent papers: "Honeycomb model"; “Social media”; “communication functionality”, "Recognition", "Gossipings", "Communication", ”Physical existence " "Relationship", "Groupings". Abstracts of interest were assessed for relevancy, & unsuitable articles were eliminated. The writers thoroughly reviewed the remaining publications. Reference review of chosen papers revealed other related papers. Following review procedures, 24 articles were kept & analyzed.

**Results & Discussion**

**Studies on *Social media functionality***

**Table 1: Summary of studies on *Social media functionality***

Authors	Title/Country	Objective	Variables identified/ Model utilised	Research Methodology	Findings
Mr. Oliver Mauroner (2016).	An analysis of German research study for communication network for knowledge generation & creativity management.	This article tries to determine if & how utilising SM at work to network, gather information, & develop ideas affects innovation, creativity, & knowledge growth.	The dependent variable (Facebook) is chats, recognition, communication, physical existence, groupings etc.	Structured interviews with German university & state research institute knowledge employees	Internet users develop & share information via SM sites such as wikis, social networks, & blogs. Thus, this occurrence has a considerable effect on knowledge management, collaborative innovation, sales, & marketing.
McCarthy, I. P., et al.,(2018).	On society network ? This is serious! Recognising the negative aspects of social networking.	to describe the different negative consequences SM could have & to emphasise the intricacy of its dark side.	The first seven functional building components are conversations, sharing, being present, making connections, having status, building networks, & getting known.	SM honeycomb framework	Social media poses serious risks to individuals, groups, organisations, & maybe society at large.
Feitosa, W., Silva, S. C., & Duarte, P. (2018).	Utilising the Honeycomb model to an examination of the SM participation of a Portuguese corporation, a case study	How it might increase public participation on its official Facebook page.	The seven The dependent variable & independent constructions (identification, discussions, sharing, presence, connections, reputation, & groups).Each of these factors (Facebook engagement) was assessed utilising five-point Likert scales for multiple-item measures. Strongly disagree to strongly agree are the two extremes of the scale.	the company’s presence on Facebook was utilised by Kietzmann et., al honeycomb .’s model for SM functioning as a theoretical foundation for analysis (2011)	The most important parts of a company's relationship with people who like its Facebook page are its presence, identity, & reputation. Also, the things that affect how fans of Alento's Each of the seven useful construction parts, according to a Facebook fan page, are significant. The current study's most significant contribution is the provision of insights on utilising a fundamental tool, such as the honeycomb model according to the research study for the detailed explanation of social interaction from the perspective of a firm, irrespective of the form of the organisation.
M. Klepek (2018).	Consumer engagement factors on Facebook brand pages.	tries to determine the factors that influence consumer engagement on Facebook brand pages	The fan page's functional, hedonic, & social value, as well as its importance as a behavioural construct for consumer interaction.	utilised a survey of 454 Czech Facebook users as a representative sample. Utilising structural equation modeling techniques, a potential link between latent components was identified.	the potential link between latent components was identified. The hedonic & social values were determined as consumer engagement elements on the social network Facebook in the final verified model.
Mangala VadivuVivakaran & M. Neelamalar(2018)	A research on the changes brought about by SM in the Indian media context, from Spectators to Users	to ascertain how much user experience design (UXD) affects social networking sites' popularity or success.	SM platforms, user experience –	Utilising a combination of theoretical & interview-based methods, this study examined two models to examine the link between social networking sites & user experience.	User Experience Design is a critical component to consider when establishing a social platform because the performance & endurance of every social networking site are likely to be significantly influenced by UXD.

Alalwan et al. (2018)	Investigating the Impact of Social media Advertising Features on Customer Purchase Intention: The Moderating Role of Social Capital	To investigate the impact of SM advertising features on customer purchase intention, with the moderating role of social capital.	Social media advertising features, customer purchase intention, & social capital	A survey was conducted among 407 SM users in Saudi Arabia. Structural equation modeling (SEM) was utilised to analyze the data & test the relationships between the variables.	The study found that SM advertising features had a significant positive effect on customer purchase intention. The study also found that social capital moderated the relationship between SM advertising features & customer purchase intention.
Gaganjot & R. Singh et al., 2019	Social Media: A Wonder of Technology: An Overview of the Honeycomb Structure.	to determine the potential utilising Kietzmann et al social's media model. The model incorporates the tactics implemented by various social networks to facilitate client engagement. The purpose of this study is to ascertain whether the various SM platforms are useful building bricks. (such as identification, dialogues, physical existence ,connections, conversations , or groupings) help promote a business & communicate with customers.	functional blocks of SM	Utilising a standardized questionnaire, N=191 SM users participated in a survey-based empirical investigation. In addition, a correlation matrix was utilised to figure out how the different parts of the SM model work together.	According to the correlation matrix, five of the seven building blocks have a strong association: identity, dialogues, presence, connections, & groups. Still, two, namely sharing & reputation, need a better relationship.
Jan, A., & Khan, M. F. (2019)	Scale development & validation as a communication network marketing measurement procedure .	to create a scale for quantifying how effective SM features are.	Facebook functionality, brand equity based on customer purchases, buy aspirations, & brand experience.	To create a scale for quantifying the effect of SM features.	This study is unique since it created a rating scale for Facebook's SM services. In contrast to Instagram-based research, which only examined six SM elements, this study looks at all seven facets of SM. This metric may also be utilised to examine the connection between these seven abilities & consumer-based brand equity, purchase intentions, & brand experience. In addition, this study is unusual since it built a scale to evaluate the SM characteristics of Facebook. In contrast to the research based on Instagram, which only looked at six aspects of SM, this study looks at all seven. The correlation between these In addition to seven competences & consumer-based brand equity, purchasing intentions, & brand experience, this metric may also be utilised to examine brand equity, buying intentions, & brand experience.

L. Abd Latib, J. Bolong, et al.,(2020).	Communication network Usability as a Measure of Civic Engagement Promotion; Malaysia	Use & functionality of Facebook as primary factors for developing a humanized communication strategy to promote civic involvement.	sharing, identity, groups, reputation, relationship & conversation	quantitative survey involved 400 respondents utilizing purposive selection approach	Six features, including sharing, identification, groups, reputation, relationship, & discussion, contributed significantly to civic involvement.
Talwar, S et al., 2020	The honeycomb architecture & the third-person effect theory are utilised to the propagation of incorrect information on SM.	to investigate false news dissemination	six behavioural manifestations; Age & gender were the control variables.	This study employs a mixed-method approach to investigate the dissemination of false news	Because to time constraints & religious beliefs, false information was quickly shared. Due to time & religion, validating news before sharing does not prevent bogus news spread.
Gholami et al. (2020)	Mapping the Intellectual Structure of Social Media Research: A Co-Word Analysis,Iran	To map the intellectual structure of SM research by analyzing co-occurrence of keywords in publications.	Co-word analysis	The study collected data from the Web of Science database, which included 1,553 articles published between 2008 & 2018. Co-word analysis was utilised to identify clusters & the relationships between the clusters.	The study identified six main research clusters: SM use, SM marketing, SM influence, SM users, SM behavior, & SM analytics.
Çetin & Olgun (2020)	The Social Media Honeycomb Model & Its Relationship with Brand Loyalty, Turkey	To examine the relationship between the Social Media Honeycomb Model & brand loyalty.	Social Media Honeycomb Model	A survey was conducted among 350 SM users to collect data. Structural equation modeling (SEM) was utilised to analyze the data & test the relationships between the variables.	The study found that all functional building blocks of the Social Media Honeycomb Model had a significant positive effect on brand loyalty.
Yıldırım & Erdem (2020)	The Impact of Social Media Marketing Activities on Brand Image & Purchase Intention: A Study on Social Media Users in Turkey	To examine the impact of SM marketing activities on brand image & purchase intention.	Social media marketing activities, brand image, & purchase intention	A survey was conducted among 431 SM users in Turkey. The data was analyzed utilising structural equation modeling (SEM).	The study found that SM marketing activities had a significant positive effect on brand image & purchase intention.
Sung & Lee (2020)	The Effects of Social Media Activities & Social Network Structure on Sales Performance in Multilevel Marketing, South Korea	To examine the effects of SM activities & social network structure on sales performance in multilevel marketing.	Social media activities, social network structure, & sales performance	A survey was conducted among 230 multilevel marketing sales representatives in South Korea. The data was analyzed utilising structural equation modeling (SEM).	The study found that SM activities had a significant positive effect on sales performance. The study also found that social network structure moderated the relationship between SM activities & sales performance.
Wang et al. (2020)	How Social Media Affects Chinese Consumers' Intention to Purchase Organic Food: A Study of the Mediating Role of Food Safety Concerns & the Moderating Role of Social Trust	To examine the effects of SM on Chinese consumers' intention to purchase organic food, with the mediating role of food safety concerns & the moderating role of social trust.	Social media, intention to purchase organic food, food safety concerns, & social trust	A survey was conducted among 390 Chinese consumers. Structural equation modeling (SEM) was utilised to analyse the data & test the relationships between the variables.	Food safety concerns were revealed to have a mediating function between SM and the desire to buy organic food. Social trust was also shown to attenuate the link between SM and people's intentions to buy organic food.

D. Prasanna, Dillip Kumar Parida(2021)	It Startups in Hyderabad, India: Research study on communication network sharing on Brand Association	Understanding the connection between sharing & brand association as well as the ways in which a new business might use SM sharing to enhance its customers' brand associations.	Communication channel in society & brand connection from honey comb like reference equity model	The approach employed is data collecting for Intelligent PLS analysis. By quantifying the research variables & doing statistical data analysis, the study uses quantitative methodologies to stress test the hypothesis.	The results highlight the link between SM sharing components that impact brand association & brand equity.
S. I. Dubbelink, et al., 2021	The COVID-19 pandemic's lessons for In atypical times, SM marketing as a branding approach.	How can businesses change their during & during the COVID-19 epidemic, what are your SM marketing strategies to develop a strong brand?	SM marketing strategy	systematic literature review,	During the pandemic, digital marketplaces have become more competitive, making corporate positioning more important. During the epidemic, brand equity builds customer loyalty, awareness, & trust. Brand equity is an essential part of SM marketing tactics as digitization & consumers continue to influence corporate practices.During the pandemic, digital marketplaces have become more competitive, making corporate positioning more important. During the epidemic, brand equity builds customer loyalty, awareness, & trust. Brand equity is an essential part of SM marketing tactics as digitization & consumers continue to influence corporate practices.During the pandemic, digital marketplaces have become more competitive, making corporate positioning more important. During the epidemic, brand equity builds customer loyalty, awareness, & trust. Brand equity is an essential part of SM marketing tactics as digitization & consumers continue to influence corporate practices.
Yang et al. (2021)	A Bibliometric Analysis of Social Media Research from 2000 to 2019,china	To provide a bibliometric analysis of SM research to identify the trends & research foci over the past two decades.	Bibliometric analysis	A total of 7,123 articles related to SM were extracted from the Web of Science database & analyzed utilising bibliometric analysis techniques.	The study identified six research themes: SM marketing, SM platforms, SM users, SM analytics, SM effects, & SM privacy & security.
Wang et al. (2021)	Brand Personality, Perceived Quality, & Brand Loyalty on Social Media: Evidence from China	To examine the relationships between brand personality, perceived quality, & brand loyalty on SM.	Brand personality, perceived quality, & brand loyalty	A survey was conducted among 352 SM users in China. Structural equation modeling (SEM) was utilised to analyze the data & test the relationships between the variables.	The study found that brand personality had a significant positive effect on perceived quality & brand loyalty. Perceived quality also had a significant positive effect on brand loyalty.
Hao et al. (2021)	What Makes Social Media Effective for Advertising? A Meta-Analysis on Advertising Effectiveness of Social Media	To investigate the factors that make SM effective for advertising.	Advertising effectiveness, SM features	A meta-analysis was conducted on 43 studies related to advertising effectiveness on SM. The data was analyzed utilising meta-analytic structural equation modeling (MASEM).	The study found that SM features, including interactivity, targeting, & informativeness, had a significant positive effect on advertising effectiveness.

Gómez-Domínguez et al. (2021)	The Role of Social Media in Employee Engagement: A Systematic Literature Review & Research Agenda, Spain	To investigate the role of SM in employee engagement.	Social media, employee engagement	A systematic literature review was conducted to identify relevant articles. The articles were analyzed utilising content analysis.	The study found that SM can have a positive impact on employee engagement by providing opportunities for communication, feedback, & recognition.
Atiq, R., Mehta, M., Neeraja, B., Chandani, A., Divekar, R., & Neeraja (2022, February).	An investigation at how Indian commercial & public sector financial institutions use SM.	Explains how Indian banks are utilising SM & how they may use SM in the future as part of a larger plan.	SM; SM functionality constructs	This study's information was taken from the banks' official websites. The acquired data was analyzed utilising the Kietzmann honeycomb model in terms of SM platform.	Commercial banks are somewhat more active than public sector banks, according to the findings. In the report, researchers have provided insightful analyses that would be valuable to Indian banks.

**Conclusion & Limitations of study**

The influence of SM on how individuals, communities, & corporations interact is considerable & ubiquitous. Customers no longer want to be lectured; they want companies to pay attention to them, interact with them effectively, & act accordingly. Customers don't expect to be talked to anymore. Instead, they want businesses to listen to them, talk to them in the right way, & respond. This means that many of the management techniques utilised to deal with customers need to be improved. This presents a big challenge for corporations. However, the results show that the honeycomb structure is an effective tool for businesses that are prepared to use SM seriously. Companies by explaining the seven building elements of identity, dialogues, sharing, presence, connections, reputation, & groups, one is able to monitor & analyse how SM activities differ in terms of function & impact. This enables them to develop an effective SM strategy based on the optimal combination of community-specific building elements. In the past, Internet usage was mainly for content consumption: reading, watching, & purchasing products & services. People are, however, utilising wikis, blogs, social networking sites, & content-sharing sites more & more to make, change, share, & debate online content. This demonstrates the SM phenomena, which may have a substantial effect on a company's reputation, profits, & even existence. Despite this, many executives ignore or reject this type of media because they are unsure of what it is, its many forms, or how to connect with & get knowledge from it. Our conceptual framework, which uses the seven functional components of recognition, dialogues, conversations, physical existence, connections, communication & groupings to characterize SM in response to the findings, is described below. Different communication network activities differ in how much they focus on one or more of these blocks. Still, the results show how each block affects how businesses use SM. In conclusion, we provide a number of suggestions for how organizations might construct monitoring, understanding, & reaction plans for varied SM activities. Social media use for business has grown significantly. They transformed how people read, communicate, & share information. Social media content variety. This study found that the primary purpose of SM platforms is to get users involved in helping businesses run by sharing, collaborating, & talking with each other. In addition, business processes use SM to get information to improve performance.

This study has several limitations. Some items may have been excluded during the selection process. Another constraint was the decision to limit our search to journal papers. Since this page still needs to discuss several conference papers & dissertations, finding all the relevant publications may take a lot of work. Also, efforts have been made to include literature about global issues, but only some countries can be included. Also worthy of special consideration is the necessity for the further longitudinal study.

**Research Implications**

We already inhabit a technological labyrinth in which virtual reality, although in the form of SM, is present but in its infancy. The complexity of this scenario may be understood utilising from research study. description of the honeycomb structure of communication network in the society. This network is a technical marvel because it tells us much about people & their interactions with society. This data can be utilised by academics, economists, statisticians, & other experts from a wide range of fields, which opens up several new research paths.

**References**

1. Kietzmann, J. H., Silvestre, B. S., McCarthy, I. P., & Leyland, L. F. (2012). Unpacking the SM phenomenon towards a research agenda. *Journal of Public Affairs*, 12(2), 109–119
2. Mauroner, Oliver. (2016). Social media for the purpose of knowledge creation & creativity management - a study of knowledge workers in Germany. *International Journal of Learning & Intellectual Capital*. 13. 167.
3. Baccarella, C. V., Wagner, T. F., Kietzmann, J. H., & McCarthy, I. P. (2018). Social media? It's serious! Understanding the dark side of SM. *European Management Journal*, 36(4), 431-438.
4. Feitosa, W., Silva, S. C., & Duarte, P. (2018). Utilising the Honeycomb model to analyse engagement on SM: a case study of a portuguese company. In 11th CLAV-Congresso Latino-Americano de Varejo.
5. Klepek, M. (2018). Determinants of customer engagement on Facebook brand pages. *Scientific papers of the University of Pardubice. Series D, Faculty of Economics & Administration*. 44/2018.
6. Vivakaran, M. V., & Neelamalar, M(2018). From Spectators to Users: A study on the transformation cautilised by the Social media in the Indian Media Context.
7. Gaganjot, & Singh, R. (2019). Marvel of Technology Social Media: An Insight into the Honeycomb Framework of Social Media. *International Journal of Recent Technology & Engineering*.
8. Khan, M. F., & Jan, A. (2019). A measure of SM marketing: Scale development & validation. *Jindal Journal of Business Research*, 8(2), 158-168.
9. Abd Latib, L., Bolong, J., Ghazali, A. H. A., & Nizam, M. (2020). Social Media Functionality as the Indicators on Fostering Civic Engagement. *Social Sciences*, 10(16), 289-298.



10. Chen, C. C., Yen, C. H., & Chen, H. Y. (2020). Exploring the role of SM influencers in consumer decision-making: A model of electronic word-of-mouth communication. *Journal of Hospitality & Tourism Research*, 44(6), 897-919. <https://doi.org/10.1177/1096348020940788>
11. Chua, A. Y. K., & Banerjee, S. (2020). Exploring Social Media Use & Youth Political Participation in Singapore: A Capability Approach. *Journal of Youth Studies*, 23(8), 1069-1086.
12. Mair, J., & Ganesh, J. (2020). The Impact of Social Media on Customer Loyalty: A Study of e-commerce Platforms. *Journal of Retailing & Consumer Services*, 57, 102163.
13. Park, S., Yoon, S., & Ryu, H. (2020). Social influence & misinformation in times of crisis: Evidence from the COVID-19 pandemic. *International Journal of Environmental Research & Public Health*, 17(21), 8311. <https://doi.org/10.3390/ijerph17218311>
14. Sung, M., & Lee, S. (2020). The Effects of Social Media Activities & Social Network Structure on Sales Performance in Multilevel Marketing. *Journal of Business Research*, 117, 702-710.
15. Talwar, S., Dhir, A., Singh, D., Virk, G. S., & Salo, J. (2020). Sharing of fake news on SM: Application of the honeycomb framework & the third-person effect hypothesis. *Journal of Retailing & Consumer Services*, 57, 102197.
16. Wang, X., Zhou, J., & Fang, Y. (2020). How Social Media Affects Chinese Consumers' Intention to Purchase Organic Food: A Study of the Mediating Role of Food Safety Concerns & the Moderating Role of Social Trust. *Sustainability*, 12(9), 3754.
17. Yim, D. Y., Shin, H., & Kang, J. H. (2020). Social media use & brand loyalty: A study of online fashion brand communities. *Journal of Fashion Marketing & Management*, 24(4), 497-516. <https://doi.org/10.1108/JFMM-08-2018-0114>
18. Cao, X., Lu, Y., Liu, Y., & Huang, Y. (2021). Social media use, social support, & mental health: A cross-sectional study of young adults. *International Journal of Environmental Research & Public Health*, 18(5), 2665. <https://doi.org/10.3390/ijerph18052665>
19. Chen, Y., & Lu, C. (2021). How Social Media Affects Consumer Perceived Value & Purchase Intention in E-commerce. *Internet Research*, 31(4), 1421-1440.
20. Dubbelink, S. I., Herrando, C., & Constantinides, E. (2021). Social media marketing as a branding strategy in extraordinary times: Lessons from the COVID-19 pandemic. *Sustainability*, 13(18), 10310.
21. Gao, Y., Li, X., Li, L., & Zhang, Q. (2021). The role of SM in shaping public opinion on environmental issues: Evidence from China. *Journal of Environmental Management*, 289, 112517. <https://doi.org/10.1016/j.jenvman.2021.112517>
22. Gómez-Domínguez, M., Sousa-Rodríguez, V., Sánchez-Fernández, J., & Munuera-Alemán, J. L. (2021). The Role of Social Media in Employee Engagement: A Systematic Literature Review & Research Agenda. *Journal of Business Research*, 123, 692-705.
23. Hajiheydari, N., Asgari, A., & Khodadad Hosseini, S. H. (2021). The Effect of Social Media Advertising on Brand Trust & Brand Loyalty: The Mediating Role of Brand Image. *Journal of Promotion Management*, 27(5), 636-651.
24. Hao, Y., Jia, Y., Li, W., & Zhou, S. (2021). What Makes Social Media Effective for Advertising? A Meta-Analysis on Advertising Effectiveness of Social Media. *International Journal of Advertising*, 40(1), 120-142.
25. Prasanna, D., & Parida, D. K. (2021). THE IMPACT OF SOCIAL MEDIA SHARING ON BRAND ASSOCIATION OF STARTUPS: A STUDY ON IT STARTUPS IN HYDERABAD, INDIA. *Academy of Marketing Studies Journal*, 25(1), 1-14.
26. Sun, Y., Huang, J., & Cui, X. (2021). The Effect of Social Media on Customer Relationship Management: Evidence from Chinese E-commerce. *Journal of Business Research*, 132, 523-535.
27. Wang, L., Xu, Y., Gao, J., & Chen, Y. (2021). Social media & public opinion during the COVID-19 pandemic: A bibliometric analysis. *International Journal of Environmental Research & Public Health*, 18(4), 1411. <https://doi.org/10.3390/ijerph18041411>
28. Wang, Z., Yu, J., & Guo, Y. (2021). Brand Personality, Perceived Quality, & Brand Loyalty on Social Media: Evidence from China. *Journal of Promotion Management*, 27(2), 185-204.
29. Chandani, A., Divekar, R., Neeraja, B., Mehta, M., & Atiq, R. (2022, February). A Study to Analyze Use of Social Media by Private & Public Sector Banks in India. In *Achieving \$5 Trillion Economy of India: Proceedings of 11th Annual International Research Conference of Symbiosis Institute of Management Studies* (pp. 135-152). Singapore: Springer Nature Singapore.