The Effect of Web-based Social Networking on Consultancy

By: Shaikh, H [Shaikh, Humaiz][1]; Maher, ZA (Maher, Zulfikar Ahmed)[1,2]; Raza, A (Raza, Aij)[1]; Bin Abdullah, MM [Bin Abdullah, Mirza Manirajah][3]; Shah, A [Shah, Asadullah][1]

2018 5TH IEEE INTERNATIONAL CONFERENCE ON ENGINEERING TECHNOLOGIES AND APPLIED SCIENCES (IEEE ICETAS)
Book Group Author(s): IEEE
Published: 2018
Document Type: Proceedings Paper

Conference
Conference: 5th IEEE International Conference on Engineering Technologies and Applied Sciences (IEEE ICETAS)
Location: Bangkok, THAILAND
Date: NOV 22-23, 2018
Sponsor(s): IEEE; IEEE IIUM Student Branch; ETSS Management

Abstract
Social networking has become a fact that we cannot live without even if we try. It has become a day to day activity or even yet a chore. Where we share our life experiences. We have all become its slave! Social networks bring many benefits to the user and the world at large. These advantages from an expert perspective includes sharing of information, collaboration, promote products and services, building a group community, donations etc. This paper provides a review of the Effect of Web-based Social Networking on Consultancy.

Keywords:
Social Media; Social Networking; Social Consultancy; Advertising and Marketing

Author Information
Reprint Address: Shaikh, H (reprint author)
Int Islamic Univ, Kulliyyah Inform & Commun Technol, Gombak, Malaysia.

Addresses:
[1] Int Islamic Univ, Kulliyyah Inform & Commun Technol, Gombak, Malaysia
[2] Sindh Agr Univ, Tandojam, Pakistan
[3] Riverbank Acad Sdn Bhd, Kajang, Malaysia

E-Mail Addresses: humaiz_shaikh@hotmail.com; zamaher@gmail.com; alirazarang@gmail.com; mirzapaa@yahoo.com; asadullah@iiium.edu.my

Publisher
IEEE, 345 E 47TH ST, NEW YORK, NY 10017 USA

Categories / Classification
Research Areas: Computer Science; Engineering
Web of Science Categories: Computer Science, Theory & Methods; Engineering, Electrical & Electronic

See more data fields

Cited References: 14
Showing 14 of 14

Citation Network
In Web of Science Core Collection
0
Times Cited
Create Citation Alert
14
Cited References
Use in Web of Science
Web of Science Usage Count
0
Last 180 Days
Since 2013
Learn more

This record is from:
Web of Science Core Collection
- Conference Proceedings Citation Index-Science

Suggest a correction
If you would like to improve the quality of the data in this record, please suggest a correction.
1. Yunus Abdullah-Use of Social Media by Businesses: A New opportunity For Consulting Services by Accounting Firms
   - Group Author(s): ADDIN Mendeley Bibliography CSL, BIBLIOGRAPHY Abdullah, Y
   - RE MCNAIR SCHOLARS P Published: 2013
   - Retrieved from
   - Publisher: Ronald E. McNair Scholars Program 2013. Book 8
   - Times Cited: 1

2. More tweets and Retweets Requied for consulting firms
   - By: Ainsworth, R.
   - MORE TWEETS RETWEETS Published: 2013
   - Publisher: Source for consulting
   - Times Cited: 1

3. Whats the roi of social media consultants comments
   - By: Arosemena, V.
   - WHATS ROI SOCIAL MED Published: 2013
   - Retrieved from consulting success
   - Times Cited: 1

4. Impact of Marketing Consulting on Performances of Agrarian Clusters in Serbia
   - By: Cvijanovic, Dragoljub; Mihailovic, Branko; Cadin, Miroslav; et al.
   - SUSTAINABILITY Volume: 7 Issue: 2 Pages: 1099-1115 Published: FEB 2015
   - Times Cited: 4

5. How To Turn A Social Media Disaster Into Higher Sales
   - By: Dooley, R.
   - Forbes Published: 2013
   - Times Cited: 4

6. Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior?
   - By: Fischer, Eileen; Reuber, A. Rebecca
   - JOURNAL OF BUSINESS VENTURING Volume: 26 Issue: 1 Pages: 1-18 Published: JAN 2011
   - Times Cited: 177

7. Value-Based Marketing & Pricing
   - By: Gale, B. T.; Swire, D. J.
   - JOURNAL OF PROFESSIONAL PRICING Volume: 15 Issue: 3 Pages: 30-33 Published: 2006
   - Retrieved from
   - URL: http://ifcongress.cvl.com/pdfs/VBMarketingAndPricing.pdf
   - Times Cited: 2

8. The true value of social media marketing for your business Low cost marketing SEO benefits
   - By: Garcia, N.
   - TRUEVALUE SOCIAL ME Published: 2014
   - Times Cited: 1

9. Understanding students' perceptions of the benefits of online social networking use for teaching and learning
   - By: Hamid, Suraya; Waycott, Jenny; Kurnia, Sherah; et al.
   - INTERNET AND HIGHER EDUCATION Volume: 26 Pages: 1-9 Published: JUL 2015
   - Times Cited: 71

10. Craving Facebook? Behavioral addiction to online social networking and its association with emotion regulation deficits
    - By: Hermes, Julia M.; Kearns, Brianna; Timko, C. Alix
    - ADDICTION Volume: 109 Issue: 12 Pages: 2079-2088 Published: DEC 2014
    - Times Cited: 83

11. Searchitchannel
    - By: Rouse, M.
    - SEARCHITCHANNEL Published: March 2014
    - Retrieved from Techtarget
    - URL: http://searchitchannel.techtarget.com/definition/consultant
    - Times Cited: 1

12. Social Marketing Planning Guide
    - Group Author(s): The NSMC
    - SOC MARK PLANING GUID Published: 2010
    - Retrieved from
    - Times Cited: 2

13. What is the ROI of social media for Consultants
    - By: Zipursky, M.
    - WHAT IS ROI SOCIAL M Published: Consulting Success
    - Times Cited: 1