Impact of Social Media towards Improving Productivity at AADC

Zoheir Ezziane, Al Ain Women’s College, Higher Colleges of Technology, Al Ain, UAE
Abdulrahman Abdulla Al Kaabi, Al Ain Women’s College, Higher Colleges of Technology, Al Ain, UAE

ABSTRACT

This research explains how social networking links individuals and organizations and how they become connected through similar tastes and preferences in interdependent relationships. It describes companies who have made the social media as an e-marketing tool to attract global consumers of all ages, education levels or even business needs. Abu-Dhabi Distribution Company (AADC) in the UAE is presently adopting innovative online systems for upgrading customer services and want to add social networks to their management information systems (MIS). This paper explains how AADC can incorporate social networking into its MIS processes to determine consumer needs and upgrade customer services.

Keywords: Abu Dhabi Vision 2030, Abu Dhabi Water and Electricity, Abu-Dhabi Distribution Company, Improving Productivity, Social Media, Social Network

1. INTRODUCTION

With the increasing advancements in modes of communication, the world has become small. In the era of internet, fast messaging and social networking sites, the communication and interactions without Facebook, Twitter, and Myspace cannot be even imagined. The social media (SM) facilitates people needs within a single space, provides platform to share their views, ideas, creating their own content and many more things to enjoy and communicate in effective manner (Asur and Huberman, 2010). From organizational aspect, companies with SM are getting spread efficiently over thousands of different customer’s layers from different locations in the world. With help of SM, no matter where your company location is and how much capabilities in the market it has, small business still can compete with giants in the market and sometimes they tend to have same number of fans than big companies (Hanafizadeh et al., 2012).

Abu-Dhabi Distribution Company (AADC) is interested in supporting their management information systems (MISs) to integrate social networking into its organizational business activities to develop new IT business processes and improve their online ecommerce service capabilities. In order to achieve the maximum results, AADC management decide to conduct a pilot study to see the impact of having social networking platforms used within AADC environment. One of the results which AADC hope to prove in this research, increasing a wider network of both

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business contacts and relationships with companies and consumers of common interests and activities. AADC research team is going to see how helpful to use social networks (SNs) like Facebook, Twitter, LinkedIn and Google+ to share information with customers and learn about consumer complaints about products and services that require improvement.

AADC was founded in 1995 by the Abu Dhabi government and in 2008 joined the Abu Dhabi Sustainability Group (ADSG) to help provide clean water and electricity to the entire population of the city with 1.5 million people. AADC uses desalinated seawater as the drinking water for supplying all Abu Dhabi customers and the chemically treated wastewater is reused for irrigation and landscaping purposes. AADC continuously researches innovative methods of better satisfying consumers by developing techniques that reflect global environmentally-friendly policies. It also creates new ways to efficiently distribute and produce electricity and water to its customers. In addition, it is currently focused on upgrading all aspects of their customer services to find out ways they can better serve the public. AADC is trying to be more convenient with online processes related to paying monthly utility bills and inform consumers of ways to save energy and water (AADC, 2013).

Some of the main problems of AADC is encountering issues when incorporating SM platforms into their MIS processes to improve productivity and efficiency of AADC products and services. AADC believes that as much there is a wider network of customers, having database is going to be richer in matter of customer profiling, feedback, and complaints and therefore there will be high chances of enhancing products and services. In other hand, using SM as part of employee daily duty will require a set of skills to manipulate search engines. Many United Arab Emirates (UAE) National employees are very skilled at social networking for their personal lives and “Facebook” found to be the most favored SN in UAE (Al-Jenaibi, 2011).

2. LITERATURE REVIEW

SNs are online platforms over the Internet and World Wide Web that provide services for global communications among people who share common activities or interests. The development of social networking as an innovative method of meeting new people, building business or social contacts and to attract others to participate in various activities or events has become an effective marketing technique worldwide (Hanafizadeh et al., 2012).

According to Haythornthwaite (2005), the history of SNs began with people online using various Internet forums to communicate with others within their existing social circle. SN sites evolved later into online forums like singles sites for networking people who did not previously know each other who either shared common interests or wanted to meet someone to date. The first official social networking site was created in 1978 by Suess and Christensen and called the Computerized Bulletin Board System (CBBS), which was more of an online forum for private users only. However, it was many years later that the SN systems of today were introduced to the public. When Internet Protocol Systems (IPSs) allowed for mass global online usage, social networking exploded into a major online phenomenon (Boyd & Ellison, 2007).

By the 1980s, many virtual online forums like the Beverly Hills Internet site (which was later renamed GeoCities) were launched with special chat rooms, profiles, member pages and photo galleries. In 2003, Jonathan Abrams started Friendster as the first innovator of social networking sites, which had over three million members within six months, paving the way for Myspace and Facebook. In 2003, 250 Friendster members got 10 friends each to join them to start up Myspace, which became the first really famous social networking site for two years. However, by 2004, when Mark Zuckerberg launched the Facebook SM website from Harvard University campus
The Visibility of Political Websites during Electoral Campaigns
www.igi-global.com/article/the-visibility-of-political-websites-during-electoral-campaigns/101755?camid=4v1a