

LEADERSHIP IN SOCIAL NETWORKING

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ABSTRACT

Social networking connects the people around the world. People from anywhere can contact any person through video conferencing (or) message (or) chatting irrespective of caste and creed. It is useful for the people who are doing business through online, professionals like doctors, engineers, professors and others. Social media like linked in, twitter and Face book are mainly used for sharing of ideas and can update them. The students who are linked in these networks can clarify their doubts from the professionals who have expert knowledge in the relevant area.

The people can get the helpline and solution for the problems faced by them. The business people promote their business to the largest audience around the world and the products are advertised. It creates awareness on the personal lives. The current news updated and they come to know what is happening. It helps in building the relationship between the individuals. This paper covers the merits of professionals through social networking.

Key words: (Link, Sharing of ideas, Creates awareness, Build the relationship and Updation)

INTRODUCTION

Social Networking refers to group of individuals and organizations join together via internet, in order to share ideas, interests, and activities. There are several web based social networking services available such as facebook, twitter, linkedin, Google+ etc, which provides services of easy to interact, connect with people all around the world. There are also several mobile based social networking services apps available to communicate with other person.

REVIEW OF LITERATURE

Racher Furnell & Philip Scott(2014). studied on the project manager use of social networking in an attempt to determine whether they could improve their communication by effective use of social networking platform. They concluded mature project managers are willing to adopt social networking.

Shabnoor Siddiqui & Tajindir Singh(2016). They studied the ideas and opinions on social media and covered all the aspects of social media and they concluded that it has become the routine for each and every person.

OBJECTIVES

1. To know the merits of networking for professionals

2. To perceive the usefulness of social networking to leaders

RESEARCH DESIGN

It is the conceptual structure with in which research is conducted. A research design is the arrangement of conditions and analysis of data in a manner the aim to combine relevance to the research purpose with economy procedure. The descriptive research design is used.

DATA COLLECTION

The data collected by the research were based on secondary data. Secondary data are collected through the company records, books, journals, magazines and internet.

MERITS OF SOCIAL NETWORKING

Link

It connects the people from anywhere anytime in the world. It creates the platform for connecting the subordinates and the person who are in charge of doing the activities through video conferencing and chatting.

Sharing of Knowledge and ideas

In certain cases the professionals and managers may be in different countries, at that time the decision to be taken by the manger could give the ideas by the link of social net working. In this way it is useful to share ideas and to take the proper decision.

Online Course

The person want to do the course can get the information through the social media and can learn in the home itself.

Online Marketing

It allows us to create a page for specific product, community or firm and promoting over the web.

Online Jobs

It creates the platform for online jobs those who seek the jobs can register and they could get the updated information about the job opportunities of various companies.

Online News

It is the best source of getting the updated news then and there. Though the people are at they can read the headlines, so that it is so easy to know the news within a short span of time.

Chatting

It is useful for chatting with the professionals of doing business, teachers and doctors.

Share Picture, Audio and video

The subject videos and audios could be shared through this network which is helpful for their future and develop them in a better way.

Build the relationship

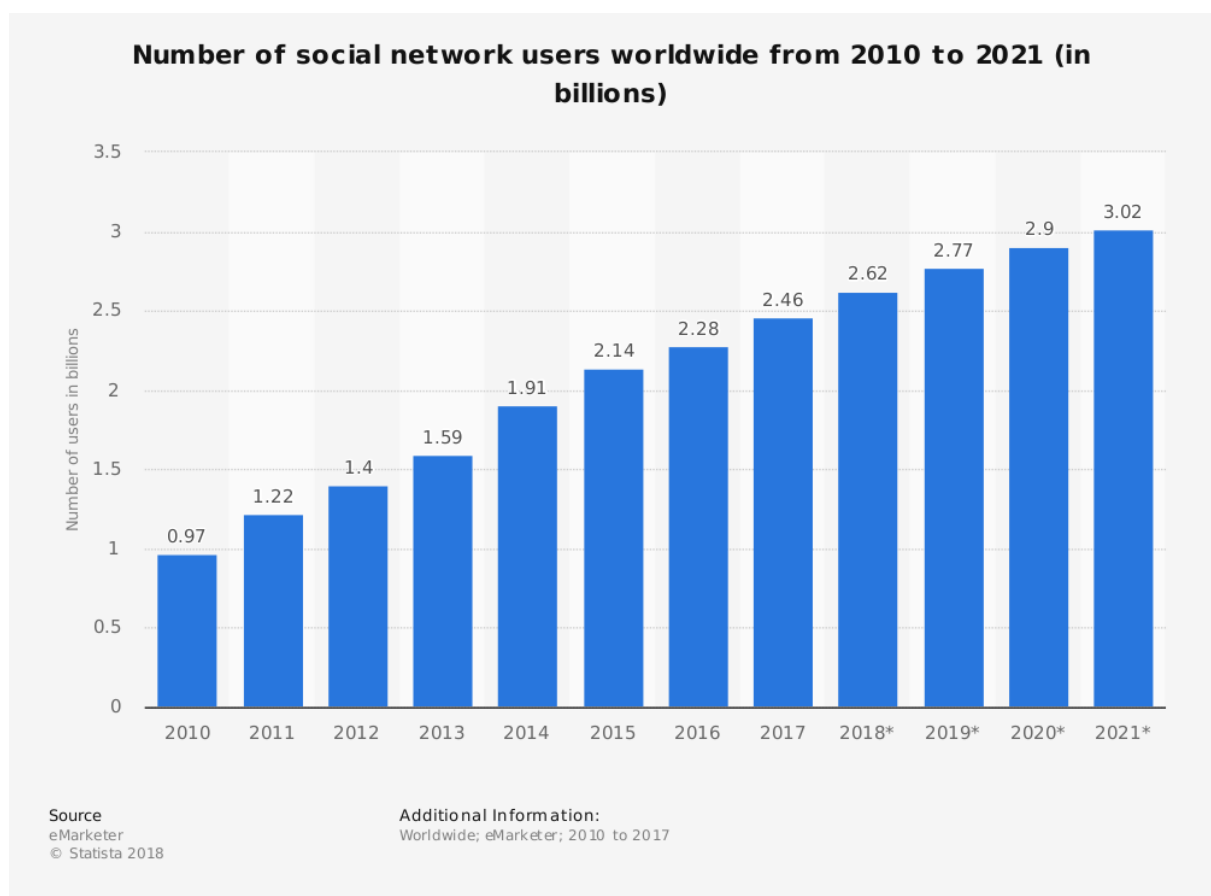
It builds the relationship among the professionals and can maintain the relationship by wishing for auspicious occasion.

Create awareness

The awareness on latest issues could be known through this link. The market information, competitors and the strategies of different companies could be known.

Foreign Collaboration

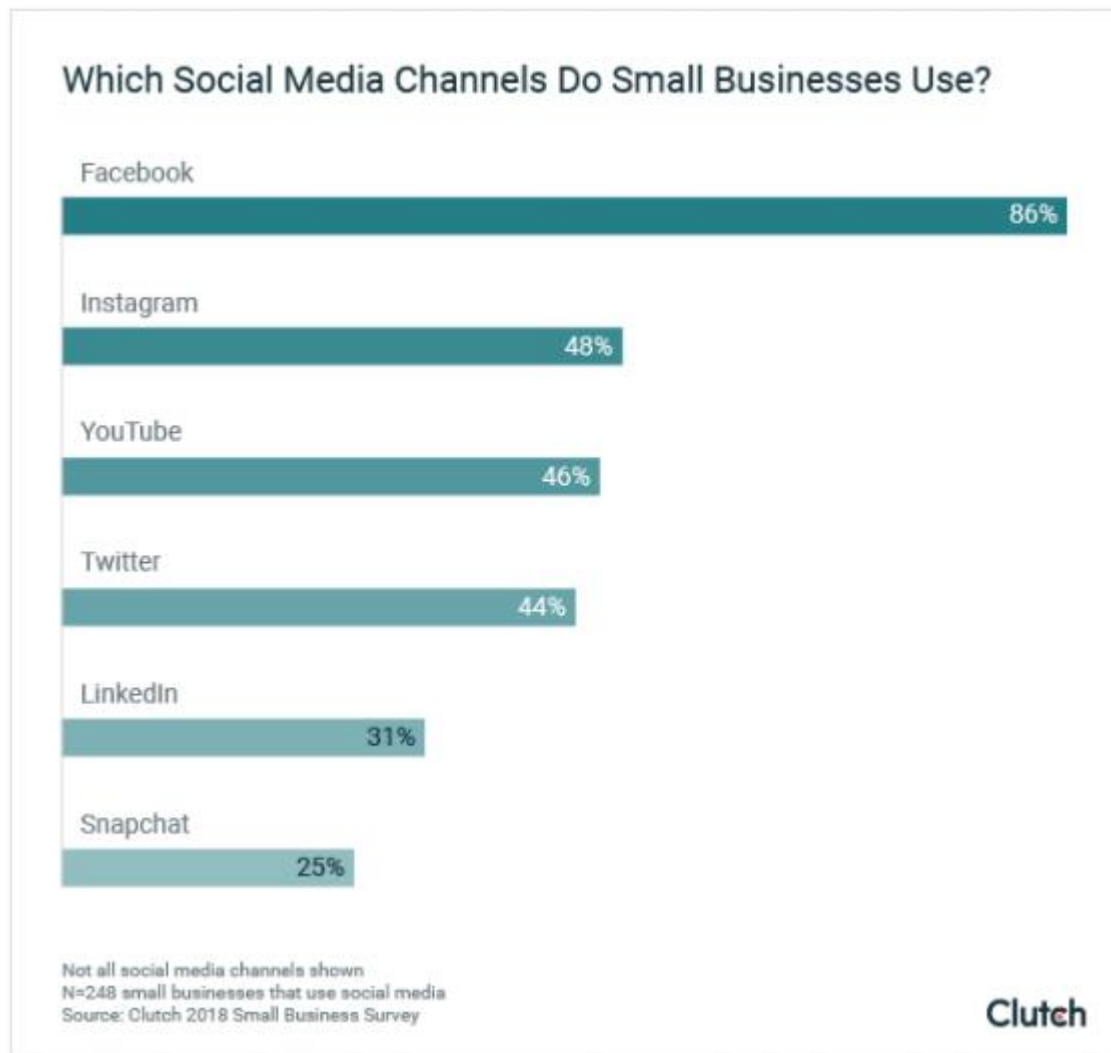
The leaders can collaborate with other companies and they can enter into business deals by sitting in the home country itself through social networking.



Source: www.emarketer.com

The number of social networking users from the year 2010 to 2021 shows a steady increase from the year 2010. In the year 2010 it was .97 billion and increased to 2.62 billion till 2018 and it is

projected that in 2021 it would be 3.02 billion. It shows that there is a tremendous growth in the users of social networking.



Source: Clutch 2018 Small Business Survey

Majority eighty six percent of the people are using facebook and the minimum of twenty five percent of the people are using snapchat for their business.

CONCLUSION

Social Networking is the most vital mode for connecting the professionals and it creates platform for sharing their ideas and they can have the advantage of getting the information anywhere and anytime. It would be useful for the managers and the leaders to intimate the subordinates and delegate the duties. It is evidence if the information is passed through the social networking. In future it would be developed a lot for foreign contracts and other collaborations.

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