

Leveraging Social Media for Business Intelligence

Duration: 1 day

Dates: April 29, 2019

Programme Director: Prof. Shilpi Jain

Fees: Rs. 8,000 (Non-Residential)*

: Rs. 16,000 (Residential)*

*Plus GST @18%

Programme Introduction & Objectives

Gone are the days when business experts perceived social media as a key marketing tool for products and services. With the emergence of intelligent social media platforms and analysis tools, organizations are gearing up to leverage social media for a variety of purposes such as “Identifying the skilled workforce whose goals are aligned with organization’s goals”, “to monitor social media for compliments and complaints, engaging consumers and providing proactive support” and “networking with talented individuals who may someday be interested in changing jobs, consulting or partnership”. With the help of these tools, a business can interpret the activity feeds from various social media networks and analytics engines, and **analyze visits, clicks, conversions, likes, shares, tags, timing and, also the underlying demographics and geographies of the participants**. This analysis will help the business to understand the popularity of a topic or product, and the demographics and geographies of the potential audience, and to track various activities and campaigns to goal conversions.

This one day executive program draws together technology and business perspectives in order to understand the implications for social-media enabled businesses. The program is especially designed for managers and executives to understand the integration of social media platforms, tools and business intelligence in theory and practice for new business opportunities.

In this workshop, the following topics will be covered in brief:

1. Overview of various social media channels and their business models

- a. Channels: LinkedIn, Glassdoor, Facebook, Twitter, Instagram, Pinterest etc.
- b. Data Analysis tools: social harvest and socio board
- c. How organizations use social media data for business benefits – Applications of google analytics and google trends
- d. Business case study to showcase the positive and negative impact of social media on business enterprises and global economies

2. Social Media Trends

- a. Crowdsourcing
- b. Sentiment Analysis
- c. Social Network Analysis

- d. Big data Analytics
- e. Word cloud
- f. Business case study to showcase the applications and impact of the above

3. Introduction to various social media planning, implementation and analysis tools

- a. Social media content planning with tools like hootsuite, sprout social etc.
- b. Monitoring and management of social media posts
- c. Social media dashboards
- d. Business case study

Methodology

Simple and easy to perform hands on exercises, Videos and Business Case Studies

Target Audience

Corporate Executives & Managers from any domain and any background

Faculty Profile

Prof. Shilpi Jain is a Fellow Scholar (Ph.D.) from MDI Gurgaon and Associate Professor of Business Administration in the Information Technology Department at FORE School of Management, and the faculty chair of Computer Center Advisory and Purchase Committee. She also serves on the institutions' Faculty Committee & Research Committee. Her current research is in applied and empirical user behavior on social media & e-commerce, digital inclusion at grassroots level, and adoption of disruptive technologies which includes digital currency, gamification, and enterprise systems on cloud. At present, she is a co-chair of a funded longitudinal policy research project which aims to evaluate the impact of internet connectivity in rural India and its' influence on the regularization of Rural Telecom ISPs.

She has almost 20 years of experience in the Academia & IT industry and has held research positions in a variety of functional areas. During her stint at Infosys Research Labs, she has designed prototypes for virtual team training platform enabling paired programming, country risk analysis framework, and dynamic resource sharing across geographies.

She chairs several executive education programs on e-commerce strategies, managing business on cloud, data summarization, and business storytelling with data. A regular author in National Newspaper, she has coauthored numerous business case studies and research articles in journals. She can be reached shilpijain@fsm.ac.in.