

USING SOCIAL MEDIA TO INNOVATE IN BUSINESS OPERATION

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ABSTRACT

Nowadays, there are more than 2 billion users have social media accounts, and the numbers are still increasing. Organizations are using social media to implement marketing activities, sales, customer service or R&D. Because of environment change frequently, companies are more difficult to keep competitiveness. However, the way to keep competitiveness is keep innovation. Based on social media infrastructure and innovation need, some of companies are also built own social media platform to keep innovation and to establish competitiveness. In literature review, most of papers are mentioned about companies using social media in marketing way not on innovation activities. So this paper tries to find how organizations can use social media to drive innovation.

This research applies the meta-analysis to explore the company using social media to drive innovation. In the beginning, we collect related literature wildly, including master and Ph.D. thesis, papers, research institute report, conference published papers and so on. Following steps are analyzing all data and organizing valuable information.

The expected findings of this research are new concept of Social media using, the new way of innovation, the drive factors of customers involve, facilitating product/service.

Conclusions are summarized as follows: key factors of operation social media, implementing social media to drive innovation, developing new open innovation way, applicability of firms using different social media. Expecting to provide some valued factors for firms to finding proper way to using social media innovation.

KEYWORDS: Social Media, Innovation, Open Innovation, Face book, Social Media Platform