

The Role of Social Media in Growing Small and Medium Enterprises: An Empirical Study in Jordan

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Abstract : The purpose of this paper research is to introduce the role of the social media (face book) in growing small and medium enterprises in Jordan, Today's developments of information technologies are dazzling. Using information technologies results in having advantages in competition, decreasing costs, gaining time, and getting and sharing information. Now it is possible to state that there are different types of usage within the information technologies. Small and medium enterprises have been grown rapidly in recent years and continue to grow. Jordanian females have played a large role in the growth of entrepreneurship and have made an impact on household economics. Virtual storefronts have allowed these women to balance roles assigned by tradition and culture while becoming successful providers. If you have a small business with a limited public relations and advertising budget, Facebook can be a cost effective way to promote your services because opening an account is free. However, this can work against you if you do not maintain the page. A Face book page without frequent updates can destroy your brand value and image. According to a 2009 Computerworld article by Lisa Hoover, having a Facebook page that looks abandoned is worse than having no page at all. You might need to hire someone or pay an employee to update your business's Facebook page.

Keywords : social media, social media small, medium enterprises, Jordan

Conference Title : ICBBF 2015 : International Conference on Business, Banking and Finance

Conference Location : Istanbul, Türkiye

Conference Dates : July 29-30, 2015