

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES



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Title of the PhD- Thesis:

**RESEARCH ON THE USE OF SOCIAL NETWORKS IN THE
ORGANIZATION'S BUSINESS**

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b. KEYWORDS

social networks, professional brand, organisational culture, professional network, online content

c. Summary

The thesis "Research on the use of social networks in the organization's business" addresses a subject related to everyday life, in an era when the Internet is the basis of everything and situations such as the COVID-19 pandemic act as factors that accelerate the process of transformation towards an increasingly digitized society. Social networks are in the middle of the business strategies of organizations due to rapid globalization and digitization. They affect the way the organization communicates with various actors and customers and have a direct impact on both the brand image and the reputation. Social networks have become the main platforms for communication and collaboration within an organization's teams. Not only do they allow you to stay connected with colleagues, but they facilitate the existence of an online organizational culture that supports employees and increases the sense of belonging. Virtual socializing and resources to cope with stress in the online work environment are aspects that must be integrated by institutions that want to maintain a balance between productivity and employee well-being. Nowadays, social networks are divided into different categories, each with specific functionalities that become essential for the business environment as they are adopted by a growing number of users. This research examines the fundamentals of social networks, the challenges and risks associated with their use, and their integration into business, with an emphasis on flexibility and telecommuting. The actual research has as main objective the study of the reasons underlying the use of social networks in a professional context. Organizations can expand their visibility and build stronger relationships with their target audiences by strategically using these platforms. Social networks are also an essential tool for employees who want to develop their image or, in other words, their personal brand on the labor market. Other axes of interest of this paper are the investigation of the relationship between the use of social networks, organizational culture and job satisfaction, followed by the development of the sense of organizational belonging due to the use of social media platforms. Social media platforms make a significant contribution to strengthening an organizational culture by encouraging interaction and collaboration among team members, thus resulting in improved job satisfaction and,

performance. This study investigates the impact of social media on the formation of a long-term professional network achieved by involving the organization and its resources to promote the use of social media. The study focuses on investigating the use of social networks within organizational activity. It addresses the quantitative research method, involving the planning, developing the questionnaire and carefully examining the responses collected. This study brings to light a lot of relevant conclusions regarding the detailed understanding of the impact of strategic integration of social networks in changing organizational dynamics, providing important insights for improving their use in the business environment. The research is beneficial for all those involved in organizations that are turning to or considering the use of social media and are interested in the motivation behind this decision.