

An Investigation into social media use for HRM in the SME retail sector



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EXECUTIVE SUMMARY

The following project is based on the use of social media for human resource management within the SME retail sector. The project collected the secondary information about the importance of social media, use of social media for human resource management as well as the ways for improving social media presence to attract the best workforce.

The researcher used quantitative methodology in the following research that enabled them to collect and analyse numerical piece of information about the topic. In the current project, the researcher conduct survey of 12 randomly selected participants for collecting relevant information about the topic.

The findings of the research outlined that HR professionals within the SME retail sector use social media in order to meet their goals as well as improving the organisational culture.

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TERMS OF REFERENCES

My dear respected teacher Christian Felices asked me to make this e-portfolio. This e-portfolio is a part of my assessment of 'Changemakers: Creativity and Value Creation' module.

The aim of this e-portfolio is to find out how social media can be used positively for effective HRM in the SME retail sector.

The last date to submission is June 16, 2023 (by 3pm).

PROCEDURES

This is a research work on a specific topic, so for this research investigation the researcher done the following procedures :

1. A quatitative and deductive research design were chosen,
2. For collecting primary data online questionnaires were introduced,
3. Analysed the data which were colleted from primary research through online questionnaies,
4. Created a video pitch for stakeholders and collect their feedback.
5. Finally, created a conference poster where discussed about findings, conclusion and recommendation,

Also, the research collected information from different authentic sources such as - academic books, academic journals, online search engines, websites etc.

Moreover, the most important thing was teacher's class lecture and his helpful guidelines which helped the researcher a lot in this research and e-portfolio creation.

TASK 1: FORMULATION OF RESEARCH QUESTION

Introduction

Social media refers as a computer technology that allows people to share their opinions, ideas and information through online communities and networks. The advancement of social media platforms such as Instagram, Facebook, Snapchat and other provide a democratic channel where everyone has an equal chance of being heard. Social media can be used in business in several manner. Human resource management is most important department of the company as it works on recruiting, selecting, training, motivating and retaining employees in the organisation (Van Esch and Black, 2019). In present time, social media plays an important role within the HR department in recruiting and retaining talented employees in the organisation. In SMEs, talented workforce is highly important to operate their business smoothly. Therefore, social media is considered as the best method for HR department to attract the best workforce within their organisation. One of the main use of social media in HR department is to locate the best recruits. Social media helps SMEs to reach new generations candidates more effectively. By establishing business on social media can provide an informative and active platform to attract million of applicants for job roles (Zahra, 2021). Furthermore, social media is also important for HR department in order to preserve and create the image of their business. Through social media, followers can immediately see images of their contented workforce. They are also be able to see special events occur in their daily corporate life. The company did need to show that they are an inclusive employer who provides equal opportunities to their employees (Chen and et. al., 2021). The image of the company on social media will automatically prove that their labour policies are genuine that future employees would hope to find.

Research Question

RQ: What is the use of social media for human resource management within the SME retail sector?

Research Aim and Objectives

Research Aim:

“To investigate the use of social media for human resource management within the SME retail sector”

Research Objectives:

- To understand importance of social media within the SME retail industry.
- To examine the use of social media for human resource management within the SME retail sector.
- To identify the ways for improving social media presence to attract the best workforce in SMEs.

Research Approach

The research approach refers as the collection of procedures and plans that decide the overall process of the research. The approach for the study is mainly divided into two parts that are deductive and inductive approach. Deductive approach allows researcher to use data for evaluating hypotheses or propositions related to an existing theory. Meanwhile, inductive approach allows researcher to explore a phenomenon, determine patterns and themes as well as create a conceptual framework (Aljaroodi, Chiong and Adam, 2020). In context to current research project, the researcher used deductive approach because it allows researcher to understand the social world in objective way. The main reason for using this research approach is it helps researcher to explain the causal relationship between social media and human resource management within the SME retail sector (Siedlecki, 2020). The deductive approach allows the research to reason from generic to specific.

Furthermore, the research approach is also be classified in two types that are qualitative and quantitative method. Qualitative research method is used by the researcher in order to study the human behaviour and habits. On the other hand, quantitative research method allows researcher to collect data available in numerical form (Schruijer, 2020). In context to the present research, the researcher has taken the use of quantitative method as it helps researcher to express reliability and validity of research in numerical manner by using statistical techniques.

Data Collection Method

Data collection method refers as the procedures and techniques used to collect data for research purposes. There are mainly two types of method of data collection that include primary and secondary data collection method (Mukherjee, 2019). Primary data collection methods allow researcher to collect first-hand experience which is not used in the past. Meanwhile, secondary data collection method relies of collecting data which has been used and collected in the past. In the following investigation, the researcher takes the use of primary data collection as it is specific to the motive of research a highly accurate (Takahashi and Araujo, 2020). For collecting primary data, the researcher has used survey method for collecting large amount of quantitative data for the research. It is cheapest and fastest method of data collection that help researcher to collect data for the investigation in easy manner. This data collection method allows researcher to use questionnaire for collecting responses from the selected population in order to answer the research question (Hammersley, 2021). The questionnaires have close-ended questions which helps researcher to get accurate and valid outcomes to meet the research aim and objectives. Questionnaires is considered as the good way for quickly securing a high number of participants in the research.

Sampling Method and Sample Size

Sampling refers as a technique for selecting people or a subset of the population from which the researcher actually wants to collect data for the research. There are two types of sampling methods for selecting sample for the research that are probability and non-probability sampling (Mbatchou and et. al., 2021). In case of the present research, the researcher selects probability method as it provides equal chance to eligible persons to be get selected for the research. In probability sampling, the researcher has taken the use of simple random sampling method as it selects participants randomly from the population.

The simple random sampling technique helps researcher to select 12 respondents from the whole population for collecting first hand data for the research. These respondents provide valid and accurate information that helps in attaining research aim and objectives.

TASK 2 PRIMARY AND SECONDARY RESEARCH TECHNIQUES

Primary research

The primary research is being conducted on the basis of quantitative methodology which supports in gathering information directly from the respondents. The sample size taken is 12 respondents and data are analysed by use of frequency distribution for topic social media use for HRM in SME retail sector [online] Available through:

https://assignmentfile.s3.eu-west-2.amazonaws.com/GAH/internal_chat_attachment/Questionna_1928454059.pdf

Secondary research

Importance of social media within the SME retail industry

According to Bizzi, (2020), social media is about the use of websites and platforms to promote products and services and connecting with audiences. Social media within the SME retail industry is important for sharing information and making connections. The use of social media in business is important for attracting the customer and build customer loyalty (Dale, 2021). Within the SME retail industry social media is important for promoting customer service, boosting website traffic, acquire talent.

Use of social media for human resource management within the SME retail sector

According to Jeske and Shultz, (2022), the use of social media within SME retail sector enables HR to establish seamless connectivity with employees which leads to better employee engagement and cohesive workplace team relationship. The HR use social media to create an engaging two-way dialogue between the company and employees. For recruiting candidates HR use several social media platforms that involves getting resumes, making offers, posting jobs and more.

Ways for improving social media presence to attract the best workforce in SMEs

According to Wang and et.al., (2023), there are several ways for improving the social media presence in order to attract best workforce in SMEs such as interacting with audience make audience feel special and show them that their needs are considered while generating word of mouth. The other way to improve social media presence is stay active be consistent by posting content every day.

All the articles used above are allowed to provide the growth of social media which has majorly impacted the way people communicate in life. Social media is seen as information tool which is utilised to share the information to deal with both internal and external audience. On the other hand, the companies are making use of social media in diverse ways. All such ways will promote the culture of better business growth and potential customers (Guha and et. al., 2018).

TASK 3 VIDEO PRESENTATION OF IDEA

Please see below link where there is a video detailing my research area and approach:

<https://www.youtube.com/watch?v=FtYgOMwPcMM>

You
7 Jun, 20:11

Hello Everyone,
First of all greetings to everyone. Hope you all are well. I'm fine too. You are all aware that I am doing a research project for my Changemakers: Creativity and Value Creation module. That's why I made this video for your valuable feedback. I am very happy and encouraged to get your feedback. Just put a COMMENTS what you think, I will count it as my feedback.
Greetings in advance to all for your feedback. Stay well everyone.
Thank you

<https://youtu.be/FtYgOMwPcMM>

Task 3, Shikder Sujan
- YouTube
youtu.be

Mst Shalma Pervin (2019669) 7 Jun, 20:32
Nicely presented your vital points. Total plan looks very interesting. Waiting to see how your project turns out.

You 7 Jun, 20:34

You 7 Jun, 20:34
Mst Shalma Pervin (2019669)
Thanks for your appreciation into my approach.

Corina Cernat (2019920) 7 Jun, 23:09
Shikder, I find your presentation pretty clear on the subject that you are researching. As you mentioned you followed a deductive approach, is your hypothesis going to be formulated around the paragraph cited in the Area of Research?

You 7 Jun, 23:32
Corina Cernat (2019920)
Thank you for your comments.
As you can see my cited paragraph is just a definition through which I have shown the link between social media, HRM and SME to attract the attention of the stakeholders. No, it will not

Corina Cernat (2019920) 7 Jun, 23:41
I understand, and it is a very good citation and I thought some relevant hypothesis can be drawn from it. I was being curious 😊

You 7 Jun, 23:55
Corina Cernat (2019920)
Thanks once again for your interest into my research.

Mohammed Ahmed (2112126) 11 Jun, 03:14
I like the structure and the smooth flow, but I have one thing stuck to my mind, why did you use deductive methodology while the purpose of your research is to find out how use of social media benefit the HR? that seems to me you are going to find something does not exist and approached with tool that explaining existent theory. (its just a though i may be wrong in point of my view).

You Yesterday, 00:15
Mohammed Ahmed (2112126)
First of all, Thank you so much for your first sentence in my presentation feedback. Then, I do apology, because of my late reply. Actually, I didn't see your feedback earlier, just now have seen it.
However, I used deductive approach because it allow me to understand the social world in objective way. The main reason for using this research approach is it help me to explain the causal relationship between social media and human resource management within the SME retail sector. The deductive approach allow me to reason from generic to specific. Hope its help you
Thanks once again brother

Mohammed Ahmed (2112126) Yesterday, 00:18
Nice explanation 🙌 all the best

Alina Mucenic (2108840) Yesterday, 00:18
Hello
I wanted to provide you with feedback on your recent presentation on the use of social media for HRM in the SME retail sector. Overall, I thought your presentation was very good. You effectively highlighted the potential benefits of using social media in HRM and provided practical strategies for its implementation.

You Yesterday, 00:24
Alina Mucenic (2108840)
It's my pleasure to have such a lovely and inspiring feedback from you. I do appreciate. It will help me further to do the reflection essay.
Thanks a lot dear

Andrei Stafi (2114799) Yesterday, 09:41
Dear Sujan,

Your presentation was delightful. I took everything from what you have delivered (I will be more careful in the future about what I am going to post on the social media platforms 😊) Anyway, a well-structured work!
You give such a clarity to your research question, and for your chosen research approach, I hope that they provide you with good results/information about your topic.

Andrei Stafi (2114799) Yesterday, 09:41
Dear Sujan,

Your presentation was delightful. I took everything from what you have delivered (I will be more careful in the future about what I am going to post on the social media platforms 😊) Anyway, a well-structured work!
You give such a clarity to your research question, and for your chosen research approach, I hope that they provide you with good results/information about your topic.

PS: Be ready for the dissertation. We are going to need those research methods 😊

You Yesterday, 09:57
Andrei Stafi (2114799)
Thanks for your advice and also for your aspiring words regarding my presentation. It will help in upcoming days to do better. I hope we will gonna use those methods together in our writing 🙌

Reflection of feedback:

Firstly, I got appreciation from each of the stakeholders for my particular research on some well-defined topics like research purpose, methodology, primary research, presentation structure etc. Before the video presentation I was a bit nervous about how to apply these points correctly. Actually the tasks were quite challenging for me, because - except 1/2 of them I had no idea about the rest. But, my own hard work, teacher's guideline, family's support and classmates' encouragement helped me to know and understand things that I had no idea about (Ansong and et. al., 2017). I am truly grateful to all of them.

Secondly, in the feedback of my video presentation, some stakeholders asked why my research methods are deductive and what the results will be. Against this question I tried to clear them in this way: I used deductive approach because it allows me to understand the social world in objective way. The main reason for using this research approach is that it helps me to explain the causal relationship between social media and human resource management within the SME retail sector. The deductive approach allows me to reason from generic to specific.

Finally, I would like to add this entire journey has been quite challenging, but which has been a blessing to expand my knowledge horizons.

TASK 4 CONFERENCE POSTER ANALYSIS

"An investigation into social media use for HRM in the SME retail sector"



Include a QR code to scan to download a digital copy of your poster.



Introduction

Within the SME UK retail sector social media facilitates the sharing of ideas and information with the help of virtual networks that covers broad universe of apps and platforms which allows user to interact online and build communities. It is used in business in several ways, such as recruiting and retaining talented employees (Monteiro and et. al., 2020). It is also important for HR departments to locate the best recruits, preserve and create the image of their business.



Findings

For this particular project, the researcher conducted a primary (questionnaire) research whose responses are analyzed below:

- The first question in the questionnaire was - what is the main use of social media for area of SMEs ; 8 respondents attract new users and 4 respondents improve the brand experience. From here it is clearly understood - social media helps SMEs to attract new users.



- The second question was - what is the main importance of social media in the growth of SMEs; 8 respondents said highly interactive platform and 4 said better communication. As this selection suggests – it is a highly interactive platform for SMEs.



- The third question was - as per your viewpoint, does the future of the SME is reliant on a committed workforce who are trained and motivated ; 8 respondents replied yes and 4 replied may be.



- What is the major role of HRM team in relation to employees - fourth question ; In response to this, 7 respondents replied drive business forward, 3 keep the employees loyal and 2 respondents attract talented employees. From this it is understood that the good relationship of employees with HRM team drives the business forward.



- The fifth question was How does social media boost the efforts in recruitment and market the SME in the market ; 6 respondents employee engagement, 3 respondents training and development and 3 respondents latest trends. Most of the respondents are in favor of employee engagement.



- The sixth question was - as per your opinion, by utilizing social media by the HR professionals will meet the goals while also improving the company culture ; out of 12 respondents, 9 replied yes and 3 said can't say.



- What are the ways to improve social media presence - question seventh ; in reply 7 respondents said analyse the current trends and 5 of them said attention towards customers. Whereas it's clear that to improve social media presence need to analyse the current trends.



- The eighth question was - what are the ways to improve social media presence ; according to the answers of the respondents, 7 people are in favor of use social media to highlight opportunities and training, and 5 people are in favor of Improving the reputation.



Conclusion and Recommendation

From the above it is concluded that social media is means of interaction between people in which they create share and exchange information. The use of social media helps in engaging with the customer by providing them valuable content. The HR using social media leads to increase revenue by building customer networks, increase market reach and reduces marketing costs. Social media enhance SMEs customer involvement and helps in CRM (Cheng and Shiu, 2019). There are some recommendations for increasing a business's social media presence, such as targeting the right audience, monitoring conversations and building relationships.

Shikder Sujan,
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