



Original Article

A Powerful and Fastest Business Tool: Social Media

Dr. Rajat Rabindranath Mandal

Assistant Professor in Commerce and Management,
Mahatma Jyotiba Fule Mahavidyalaya Ballarpur, Dist: Chandrapur

Email: rajatmandal1001@gmail.com

Manuscript ID:

JRD -2025-171048

ISSN: 2230-9578

Volume 17

Issue 10(II)

Pp. 206-210

October 2025

Submitted: 20 Oct. 2025

Revised: 26 Oct. 2025

Accepted: 27 Oct. 2025

Published: 31 Oct. 2025

Abstract:

In our business world, most of the business organisation interconnected with each other through workforce and many other business activities. This business activities deals with appropriate and selecting proper Social Media sites and websites from the various options available and supporting the same to acquire important value for the business organisations. This requires an overall management and understanding of the advantages and disadvantages of Social Media and adjusting these efficiency regarding in the context of organisation. Generally, most of the business organisation manage their workforce or manpower effectively with reference or according to better utility of Social Media. This research paper describes the Human Resource management through Social Media and their impact on various business tools and its business efficiency.

Keywords: Business organisation, Social Media, manpower, etc.

Introduction:

An important powerful business and Human Resource Management Tool is recognized as Social Media from this century. In most of the business organisation manpower or workforce which is interlinked to each other through various business activities. When a better business networked organisation helps the core or important use of social network then only we identify the inherent value of business organisation, and it can develop or grow working employees strengthen and values through identification of problems of business organisations. Having professional as well as personal experience of those work in often seen to add or contribute to Social Media. Social networks enterprises provide a mechanism for employees or workers throughout the business organisation to formally or informally step towards as functioning leaders, which influence them directly and contribute for the larger business organisation. Online retail business is another format which has high potential for growth in the near future. (Ghate, 2015) This makes business organisation to help the procedure to identify the talented leadership through Social Media but can also incalculable and develop distributed leadership skills, where as workers or employees are encouraged for their expertise value and skills they have, which can contribute or add any time, rather than the post or positions they have in Social Media business organisation. World best class leaders encourage key employees to become best employee for the business organisation on the platform of Social Media, helping customers,



Quick Response Code:



Website:
<https://jrdrv.org/>
DOI:



Creative Commons (CC BY-NC-SA 4.0)

This is an open access journal, and articles are distributed under the terms of the [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-nc-sa/4.0/) Public License, which allows others to remix, tweak, and build upon the work noncommercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

Address for correspondence:

Dr. Rajat Rabindranath Mandal, Assistant Professor in Commerce and Management, Mahatma Jyotiba Fule Mahavidyalaya Ballarpur, Dist: Chandrapur

How to cite this article:

Rajat Rabindranath Mandal, (2025), A Powerful and Fastest Business Tool: Social Media, Journal of Research & Development, 17(10(II)), 206-210



attracting talent, building the best brand, and providing a personal face to the business organisation. In addition to advantages of external activities, these important leaders of Social Media become more interconnected and personally bonded to business organisation, its goals, and mission if done accurately. Moreover these workforce or employees may come or join from everywhere in the business organisation, from managers, to line personnel, to interns, to executives, to product salesmans etc, but the work must be done correctly and be taken the attention and support accurately to protect the platform of Social Media properly for the business organisation. A well-established and brand oriented set of powerful and fastest business tool is called Social Media. In recent days larger use of Social Media is being accepted as an effective solution for internal and external innovativeness. Mostly a good governance and effective strategy when integrated with Social Media as fastest business tools, then they can impact your business organization positively very much.

Objective: To study the Social Media as powerful and fastest business tool.

Hypothesis: Social Media is a powerful and fastest business Tool.

Analysis:-

Workforce- The Multigenerational and Leveraging Tool:

We can name as employee of Generation Y are using Social Media in the manner of very sophisticated nature. They are using as most important part or entity of their day-to-day life. Also they are using it easily and effectively for their business activity regularly. Whereas baby boomers and traditionalists are like to prefer meetings of face-to-face or phone calls, on the other hand Generation Y don't want or necessarily need face-to-face meetings and like to prefer to bring the phone for sending text on video as against to make a phone call. For relationship building of this kind of group often occurs simply through connecting the Social Media platform networking system. A proper implementation of a procedure or policy recommended for Social Media can be challenging for various diverse manpower or workforce. To understand in a best way that how a Social Media policy may affect the change of larger business organisation is through assessment of how each element or stakeholder may be affected by these change. Hence such analysis of Social Media helps to progress and identify best priority which is impacted by key highlights of every stakeholder requirements. As a powerful and fastest business tools in Social Media, age is often a part, not the only basis for the issue, its may be in a part of adaption, acceptance and readiness to change among the business organisation. However, many research has proven that the fast-developing demographic movement for Social Media and other facebook what's app tools is for every age group of people. Many traditionalists and child boomers are ready to learn quickly and uses new devices for many purpose. In fact, introducing a piece of new technology to the same population must be different rather than introducing it to those population who have developed their Social Media technology for their business activities of early years. As readily of Social Media business tools, development of both external and internal communication, it is very important to identity and clearly define its procedure and policy of Social Media for various business activities. On the other hand traditionalists and child boomers may be more opposing to accepting and initially using Social Media procedure and policy, where as Generation Y users will more positively using it and become frustrated if an business organisation does not use or fails to recognize or manage proper use of Social Media. Conceptually to proper belief, the Social Media has proven to increase the employee engagement and productivity of various business activity if it controlled accurately.

Social Media may also foster many business activities through innovation and collaboration with many other business concept and different activities. This makes result of more than 70% of the business organisations which uses the technology of Social Media have achieved best all round performance of their business activities.

Success of Essential Business Tools:

Effective implementation and cultivate to proper communication an appropriate way of usage of Social Media through manpower or workforce of multigenerational nature, it is very important for various business organisations to grow effective communication plans which allow proper ongoing feedback, video and dialogues. Proper communication provide as a strategic change pillar by facilitation of transition from awareness to the real ownership and adoption of the Social Media and its integration through various business tools and guidelines. Effective communication provide the practice for external and internal guidelines required to governs the use of Social Media and its effective business tools regarding various business activities in the various organisations. A strategy of effective planned communication often initiated with a communication assessment which is focusing on three element: an effective audience and its analysis, a good communication channel and its analysis, and a culture of communication and its analysis. In general, producing such a planned communication may insist of analyzing all around current communication of Social Media procedure and policy which is adjusting new requirement and identification of necessary stakeholder groups for developing and implementation of strategy which consist of variety of many preferred communication channels of successful business tools.



Key Pillars of Social Media and Business Tools:

The vision of Social Media and its business tools would be supported by many pillars that covers many projects of various business organisations. A well-integrated plan of Social Media may touching upon all sections and its population of the Indian society, if properly implementation done can hold many promises and change or transform the way of citizens those who connected with the Social Media and its business tools. It may be very critical for State and Central governments to ensure awareness of citizens its minority progress and implementation to ensure efficient and smooth functioning of Social Media and its business tools.

Social Media and its technology:

Mostly, Social Media and its technology has been the largest change maker in bringing the massive transformer in both private and public sectors. For considering the appropriate timelines involvement, the implementation of Social Media would need to be done as various business tools in a agile and lean manner, and it should be secure and cost effective. Social Media and its technologies such as mobility, cloud computing and analytics could be the best appropriate which enabled the pillars and the vision for best business tools for the initiative taken by various business organisations.

Fastest business tools and cloud computing:

Social Media could be considered as fastest business tools through cloud computing which enabled the users to retrieve and store information irrespective of where the data is located. The government of India plans to use Social Media for seamless integration between citizens and with various departments. Cloud computing with Social Media provide a centralized data service facility that can help in transferring of information at a very fast pace.

Social Media and its mobility of business tools:

Mobility of data enables availability of information through equipments such as laptops, tablets smartphones etc. Since, it can be connected with cloud to enables sharing of information or documents with other users of Social Media. Citizens or users can communicate with Social Media for doing business activities regardless of their actual location. Bureaucrats, diplomats and many users can collect information and make decisions on the movements of Social Media for various business tools, which allows for easier and faster decisions making.

Social Media and its Analytics:

Analytics of Social Media relies on large collection of data and drawing many actionable insights regarding various business tools in many small or large business organisations. The government of India across the nations are using the power of Social Media and its analytics to serve better services to the citizens or users.

E-Governance and Social Media:

Social Media and E- governance is seeing a systematic growth in the online involvement with various business tools for users or citizens. Various initiatives done by the government and the progress of Social Media aim to create enabled technologically solutions and services provider to facilitate by adapting the following measures:

- 1) By encouraging research, manufacturing and development of various electronic devices makes Social Media for various business tools which makes electronic devices available in more affordable manners.
- 2) By linking basic facilities and services like incentivizing and subsidies for adoption of Social Media makes various business strong and smooth.
- 3) Introducing relevant skills and facilities to ensure that users or citizens not only uses or adopt there technologies of Social Media but also provide to contribute them through development of skill programmes.

Challenges of Social Media in India:

Various challenges of Social Media are as follows:

1) Internet and its adoption :

Apart from Installations of infrastructure, adoption and use of internet remains an important concern for Sound Media. People in large scale living in poor areas of our nation would find it very difficult to access internet through mobile or broadband. Low or Less literacy rate, lack of important content with regional irrelevance, inappropriate access of devices would also one of the major challenge.

2) Data and its speed :

Speed of data is also another unavoidable problem which faces by citizens of users all over the country. Our country ranked nearly 15th in data speed throughout the world, in comparison of these Canada has the top ranked regarding data speed.

3) Inappropriate manpower:

Appropriate skilled manpower is amongst the big challenge for all. Our country has nearly 1200 million people are in labour sector, out of these nearly 94% are working in unorganized sector. Proper skilled manpower is necessary for the effective adoption and development of new and latest technologies of Social Media for various business tools and its progress.



4) Proper security:

In order to control cybercrime which is rising, the idea of sharing information to the billion citizens or users online seems to be very difficult move. Therefore, high levels of security controls and protocols would like to be taken to ensure Social Media and its business tools environment for the users or citizens.

Social Media and Management of Potential Risks associated with various Business Tools:

Many national or international companies which are using Social Media are struggling to integrate successfully it into their various daily business tools or routines. Many challenges are found frequently within the enforcement, execution and creation of Social Media procedure and policies. Many organisation or companies may not established procedure or policies to proceeds or govern Social Media business tools usage can find then important policies which is difficult to ensure due to low engagement of employee training in the implementation of Social Media technologies. With reference to these challenges, it may not surprising that more executives wanted to prefer to avoid the themes by telling that they doesn't need for adoption of Social Media and its procedures and policies to engage or manage it. Moreover ,as organisation start to realise the accurate value to be received by Social Media adoption, management of manpower or workforce risk is necessary for reducing of loss of reputational damage, employee goodwill and information damages. One the other hand business organisation and its Social Media procedure and policies are negatively oriented for directing what should not do, but a positively oriented Social Media and its business tools can perform positively if its theme of business organisation is appropriate. Clients or users have delivered successfully real value of business and its tools through formally engaging their manpower or workforce with enhancement of Social Media engagement and Policies models, Hence, when these communication are defined to workforce, some new set of examples are created. These can add the business organisation in encouraging positive messages to the nearby society regarding the qualities of services and goods as well as the workplace orientation itself being friendly collaborative creativity and opportunity for expression of latest ideas in both encouraged and welcome manner.

Social Media and its various business tools presents the business organisation with two sets of unique risks:

External Risk factors:

- 1) Inaccurate or inappropriate commentary or discussion on financial performance of business organisation.
- 2) Misrepresentation of business organisation's position on public image.
- 3) Breach of data privacy which is related to lost of personal identifiable information (PII).
- 4) Destroying desired brand issues and company's reputation.
- 5) It may increase for viral negative sentiment growth either in response of business organisation communications or simply an important discussions of market regarding services or goods of business organisation.

Internal Risk factors:

- 1) We can introduce personal information of sensitive nature into our workplace (life style issues, politics, religion, childhood etc.)
- 2) The creation of preferred items through public and thereafter "discoverable" record of public related to internal issues of employment of manpower in an organisation.
- 3) Issues of ownership regarding public networks/forums where executives might engage with users or customers to explore business issues.
- 4) Employees or executives deliberately or inadvertently leak privileged important information that related to the same organisation.

Social Media and its business tools provide us some Opportunities:

- 1) Employees communication and engagement can be increased through Social Media.
- 2) Social Media has the largest potential to encourage and transform performance management and talent management.
- 3) Human Resource service management and others can be improved through technology emerging of Social Media.
- 4) For leveraging the Social Media a very important opportunity is learning about Social Media.
- 5) Social Media provide transparency in the entire recruitment procedure and create good company/candidate relationship.
- 6) With the Social Media in India encourage technology will become easily affordable, accessible and adds to quality to various citizens or users services.
- 7) The Social Media or digital economy is the very important and new productivity resources that some economist regard these as the third big industrial revolution.
- 8) The important and primary advantages of public sector in India are increased the revenue, enhanced experience of citizens, improved business environment, improved security and safety, higher worker productivity, reduced the costs, und better human health and well being regarding environmental pollution.

**Result:**

With the above discussion, observation and theoretical analysis our hypothesis " Social Media is a powerful and fastest business Tool" is accepted.

Conclusion:

Social media and its business tools are changing the way of working and will transforming to do in a ways that we can imagine only. It may be difficult for Human Resource Management professionals to overcome what these business tools are assessed and used for measuring the risks and challenges that may available to a business organisation. Social media and its business tools is redefining that how a business organisation innovate and connecting the people through ideas which are not previously explored. Business organisations now utilize and have the ability of knowledge from external people or audience around the world that they couldn't reach ever before. Now, it transforming the ideas for doing business today. Additional advantages or benefits include the sources to enhance the business image, improve transactions with users, and increase engagement of employment of people.

References and Bibliography:

1. Ghate, M. S. (2015).
2. Issues and Challenges of Retail Industry in India.
3. *Environmental Management and Sustainable Economic Development* (p. 286).
4. Nagpur: Jawaharlal Nehru Arts, Commerce & Science College, Nagpur.