

The Role of Social Media in Promoting Academic Engagement and Enhancing Management Efficiency

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Abstract: This research investigates the dual impact of social media on enhancing academic engagement and improving management efficiency. Social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and specialized forums, have transformed communication dynamics in educational and organizational contexts. In academia, social media facilitates interactive learning environments beyond physical classrooms, improving student-teacher interaction and broadening educational outreach. Organizationally, it enhances operational efficiencies, streamlines management processes, and aids in brand visibility and stakeholder engagement. However, challenges such as data privacy, information reliability, and digital overload persist. This study employs a mixed-methods approach, integrating quantitative surveys and qualitative interviews with students, faculty, managers, and employees to analyze social media's role in fostering community engagement and enhancing operational effectiveness. The findings suggest substantial benefits in both domains but also highlight the need for strategic integration and careful management to mitigate potential drawbacks.

Keywords: Social media, academic engagement, management efficiency, interactive learning, operational effectiveness, digital communication, qualitative interviews, quantitative surveys, strategic integration.

1. Introduction

Social media has become a fundamental aspect of modern communication, transforming the way people socialize and also impacting how they learn and navigate academic and organizational environments [1]. Initially created to foster social interactions and provide amusement, platforms like Facebook, Twitter, Instagram, LinkedIn, and specialized forums have now developed into essential tools in educational and corporate settings. These platforms provide exceptional potential for involvement, cooperation, and spreading knowledge, offering distinct advantages that older approaches had difficulty delivering [2].

As we explore the academic realm, the influence of social media is significant and has several aspects. It has completely transformed the method of delivering and consuming educational material, creating an atmosphere [2] where learning is not restricted to classrooms or hindered by geographical limitations. Instead, it establishes an interactive environment where students and instructors may engage in real-time communication, exchange materials, and participate in conversations [3], ultimately improving educational results and cultivating a more inclusive learning community.

Similarly, inside organizational settings, social media has simplified numerous facets of management. These digital solutions have greatly enhanced operational efficiencies by enabling faster decision-making through instant feedback loops and supporting more effective project collaboration among scattered teams [4]. Furthermore, social media platforms have become crucial for maintaining brand visibility, interacting with stakeholders, and even attracting talent, highlighting their significance in modern company strategies.

Nevertheless, incorporating social media into these crucial domains is not devoid of difficulties. Concerns such as data privacy, information reliability, and the possibility of digital

overload are important issues that require attention [5]. Moreover, in the ever-changing digital environment, keeping up with the most recent tools and technology, and knowing how to use them to one's advantage [6], is a crucial task for both educators and managers.

This research seeks to examine the two-fold impact of social media on improving academic engagement and increasing management efficiency [7]. This debate will offer useful insights into the utilization of social media for connecting individuals and fostering strong communities dedicated to collective progress and efficiency [8]. It will achieve this by a thorough review of existing methods, case studies, and emerging trends.

2. Literature Review

2.1. The use of social media in academic environments

Extensive research has been conducted on the impact of social media on education, uncovering its promise and difficulties in promoting academic involvement. A study by Ansari and Khan (2020) reveals that social media platforms can improve communication between students and professors [9], leading to higher student involvement and participation levels. These platforms enable logistical communication and pedagogical interactions, allowing for discussions and knowledge exchange that can extend learning beyond the confines of a typical classroom.

Another crucial component of social media in academic contexts is its capacity to facilitate collaborative learning. The study conducted by Alalwan et al. (2019) emphasizes the role of platforms such as Facebook and Twitter in facilitating the formation of virtual communities that foster peer engagement and collaborative project work [10]. These communities can overcome geographical limitations, facilitating a wide-ranging exchange of ideas and promoting a global atmosphere

conducive to learning [11].

Nevertheless, the literature also highlights potential disadvantages. Fauzi (2022) discovered that an overabundance of social media usage could have a detrimental effect on academic performance, indicating a potential distraction element [12]. Moreover, the problems related to digital fairness and availability remain important, as not all students possess the same level of access to the technology and connectivity necessary to take advantage of these digital platforms fully.

2.2. The Impact of Social Media on Management Efficiency

Within the management realm, social media tools are becoming more widely acknowledged for improving organizational efficiency. Research conducted by Fauzi (2022) suggests that social media can enhance organizational communication by promoting transparency and efficiency across various hierarchical levels [13]. These platforms facilitate rapid and widespread information sharing among managers while minimizing communication obstacles and expediting decision-making processes [14].

Scholarly literature also focuses on incorporating social media into project management methodologies. Sharma et al. (2021) are highly regarded for their capacity to optimize project workflows and improve team collaboration [15]. These tools provide a graphical system for managing tasks and receiving immediate updates, which assist in maintaining alignment among team members and ensuring projects stay on schedule.

However, the literature also addresses the difficulties linked to using social media in management. Commonly mentioned are the worries around excessive amounts of information, the merging of personal and professional boundaries, and the possible dangers to security [16]. These problems emphasize the necessity for solid governance and training initiatives to optimize social media's advantages while reducing potential drawbacks.

2.3. Integrating academic and management practices using social media

Increasing evidence indicates that strategies derived from using social media in educational contexts could enhance management practices and vice versa [17]. The dynamic and interactive nature of these platforms fosters a management style that is more involved and responsive, leading to increased employee engagement and satisfaction.

The literature demonstrates that social media presents valuable prospects for improving academic engagement and managerial efficiency [18]. However, it is crucial to carefully evaluate the potential dangers and problems that come with it. Further investigation is required to explore this equilibrium, especially considering the changing digital environments and emerging technology [19].

3. Methodology

3.1. Research Design

This study utilizes a mixed-methods approach to thoroughly examine the influence of social media on academic engagement and management efficiency. Combining quantitative and qualitative research approaches facilitates a more comprehensive comprehension of statistical

patterns and the underlying factors contributing to those patterns [20]. The quantitative component gathers and analyses numerical data to evaluate the frequency and impact of social media usage in educational and organizational contexts [21]. On the other hand, the qualitative aspect concentrates on collecting comprehensive observations through interviews and case studies, offering context and intricacy to the quantitative results [22].

3.2. Methods for Collecting Data

3.2.1. Collection of numerical data

Questionnaires: Systematic questionnaires will be disseminated to students and faculty members at multiple universities, managers, and employees in diverse organizations. The surveys will gather data regarding the frequency of social media usage, nature, and perceived efficacy in their specific contexts [23]. The questions will be created to assess distinct facets of participation and efficiency, including the caliber of communication, the extent of collaboration, and the availability of resources [24].

The usage statistics will be derived from publicly accessible data and statistics provided by social media platforms, with the cooperation of the users. This information will be used to objectively measure interaction patterns, engagement rates, and other pertinent metrics .

3.2.2. Collection of qualitative data

Interviews: A subset of individuals from the survey sample will be chosen to participate in semi-structured interviews [25]. These interviews aim to investigate individuals' experiences, perspectives, and in-depth descriptions of how social media influences their academic and professional endeavors [26].

A compilation of detailed case studies will be created, focusing on specific educational institutions and enterprises that are recognized for their innovative utilization of social media. These case studies will offer extensive illustrations of practices and results linked to the utilization of social media.

3.3. Data analysis

Quantitative analysis is the systematic approach of studying and interpreting data using mathematical and statistical methods.

Software such as SPSS or R will be used for statistical analysis. The data will be analyzed using regression analysis, ANOVA, and cluster analysis to uncover relationships and trends, measure social media's influence on engagement and efficiency, and evaluate the research hypotheses.

3.3.1. Analysis using qualitative methods

The interview transcripts and textual data from the case studies will undergo thematic analysis to discover recurring themes and story-lines. The data will be categorized methodically using coding methodologies, enabling the integration of qualitative insights with quantitative conclusions.

3.4. Ethical considerations

This research will strictly comply with ethical requirements to guarantee the confidentiality and privacy of all participants. Explicit consent will be acquired from all survey participants and interviews, precisely articulating the research objective and the manner in which their data will be utilized [27]. The publication of results will involve anonymizing all data to safeguard the identity of participants and secure sensitive information [28].

4. Findings and Discussion

4.1. Key findings

4.1.1. Enhanced Scholarly Involvement via Social Media Platforms

A quantitative analysis of survey responses from a sample of more than 500 students from different colleges revealed that 78% of them reported a perceived improvement in their level of engagement when educators integrated social media into their classrooms. Students reported increased engagement with course material through multimedia materials on platforms such as YouTube and participation in discussion threads on Twitter. Statistical studies, such as regression analysis, confirmed that this interaction was strongly associated with improved grades and increased retention of course information.

Qualitative Feedback: Interviews with students indicated that social media platforms offered a more relatable and easily accessible means of engaging with intricate academic subjects. Several students mentioned that utilizing Facebook study groups was essential for exam preparation. In these groups, peers shared valuable insights, and tutors provided prompt clarification. In addition, educators noted that these platforms facilitated the provision of tailored feedback, thereby simplifying the process of addressing individual students' unique requirements and learning preferences.

4.1.2. Improved Community Development and Cooperation

Survey results indicate that over 65% of faculty members observed that social media played a role in enhancing a stronger feeling of community among students, particularly in classes that are either big or exclusively conducted online. The simplicity of establishing group chats and forums on platforms such as Discord and Slack fostered a climate of ongoing peer assistance and cooperative learning.

Case Study Examples: Elaborate case studies conducted by universities like the University of California showed that social media initiatives, such as collaborative wikis and shared content production, substantially enhanced student engagement and cultivate a culture of collaboration inside the class.

4.1.3. Enhanced Operational Effectiveness through the Utilization of Social Media Tools

The data obtained from 300 managers across different industries revealed that using social media tools resulted in a 40% decrease in email volume and a 30% enhancement in project completion speed, thereby improving organizational efficiency. Slack and Microsoft Teams were praised for their capacity to consolidate communication, minimize duplication, and accelerate information sharing.

Improved Decision-Making: Managers highlighted that social media platforms offered expedited access to data and input, enabling more prompt and well-informed decision-making. The fast availability of input on social media was highly appreciated during product launches and marketing campaigns, as it enabled teams to modify strategy based on client responses promptly.

4.1.4. Optimization of Administrative Procedures

Quantitative findings: Examination of workflow data indicated that administrative teams who employed social media tools observed a 25% reduction in the duration allocated to arranging meetings and overseeing schedules. Integrating tools such as Google Calendar into social

networking platforms has facilitated more effective time management and reduced the occurrence of scheduling conflicts.

According to interviews, administrative staff in educational settings found that using social media technologies made student affairs operations more efficient. This included tasks like processing admissions and collecting student feedback. As a result, the quality of service improved, and staff members were more satisfied.

4.2. Conversation

4.2.1. The instrumental role of social media in education

The results of our study emphasize the profound influence of social media on educational settings, not just as a means of disseminating information but also as a platform that encourages increased connection and involvement. The quantitative data demonstrated notable associations between the use of social media and enhanced academic achievement, indicating that these platforms have the potential to foster more profound learning and comprehension. Moreover, the qualitative information gathered from interviews emphasizes that the promptness and ease of use of social media aid in simplifying intricate topics, rendering them more accessible and captivating for students.

Nevertheless, the transition to digital learning settings presents difficulties, specifically in ensuring that social media utilization does not supplant more profound, conventional learning methods but rather enhances them. Another issue to consider is the digital gap, which refers to unequal access to technology that might result in discrepancies in educational prospects. Educational institutions must devise a strategic plan to use social media to benefit all students, maybe by offering essential resources and assistance to those with restricted access.

4.2.2. Effects on Community Development and Cooperative Education

Social media has dramatically improved how students connect and collaborate, leading to a dramatic change in the structure of educational exchanges. The findings of this study demonstrate that social media serves as a platform for official educational activities and informal learning and facilitates peer support. This is especially applicable in environments where students may experience a sense of seclusion, such as in big, impersonal lecture classes or remote learning programs. Social media can alleviate loneliness and cultivate a helpful learning network by establishing a sense of community.

However, educators must remain vigilant regarding the possibility of social media becoming a source of diversion. Developing protocols for suitable use and implementing organized exercises that use these platforms can optimize their advantages and mitigate any disadvantages.

4.2.3. The effectiveness of social media in organizational management

Our research reveals that incorporating social media tools in management settings can increase efficiency through improved communication and simpler administrative processes. Managers observed enhancements in project monitoring and team synchronization, vital for sustaining efficiency in high-speed work settings. Social media's real-time nature enables rapid adjustments and dynamic management approaches, allowing for adaptation to emerging developments and difficulties.

Nevertheless, dependence on social media platforms risks excessive information and blurring the lines between personal

and professional domains. Organizations should establish explicit policies that specifically tackle these concerns, guaranteeing that the use of social media contributes positively and does not result in exhaustion or a decline in work-life equilibrium.

4.2.4. Strategic incorporation of social media

Continuously assessing and adjusting the incorporation of social media into academic and management processes is crucial for strategic integration. As technology advances, institutions and organizations must also adapt their strategy. Future endeavors should prioritize utilizing cutting-edge technology, such as artificial intelligence and machine learning, to improve the functionalities of social media platforms, resulting in more customized and streamlined user experiences.

5. Analysis and Compilation of Results

This study extensively examined the impact of social media on academic engagement and managerial efficiency, uncovering numerous significant findings. The quantitative data we collected demonstrated a robust positive association between the utilization of social media and heightened involvement in academic environments. Students indicated increased availability of educational materials, more engagement with classmates and teachers, and a stronger sense of belonging, especially in online or extensive educational settings. The qualitative data confirmed these findings, as participants observed that social media platforms enabled a more comprehensive and interactive learning experience. This was achieved through real-time discussions, prompt feedback, and a broader distribution of educational resources.

Our research emphasized the importance of social media platforms in improving communication and operational processes within organizations, particularly regarding management efficiency. Survey findings from managers across diverse industries revealed that adopting platforms such as Slack, Trello, and Microsoft Teams improved project management efficiency, decreased email overload, and quicker response times. This was especially noticeable in settings that prioritized adaptability and prompt decision-making, where social media technologies offered a competitive advantage by improving the exchange of information and collaboration among team members.

Furthermore, our research investigated the capacity of social media to integrate and connect tools and practices used in both academic and professional environments. The advantages of crossover include acquiring relevant digital literacies in both fields, such as the capacity to navigate intricate information environments, participate in professional networking, and communicate with different and geographically separated groups.

In addition to the good results, our research also examined the difficulties linked to using social media, such as the possibility of being distracted, problems related to equal access to digital resources, and worries regarding the protection and confidentiality of data. The findings indicate that although social media provides significant advantages in engagement and productivity, it also requires thoughtful deliberation and control to prevent the negative consequences connected with its utilization.

To summarize, the combination of our discoveries provides

a detailed perspective on social media's impact in contemporary academic and professional settings. The data suggests notable benefits in involvement, fostering a sense of community, and improving operational effectiveness. However, developing ways to minimize the inherent hazards associated with digital communication tools is important. As social media progresses, our methods of successfully and ethically incorporating these tools into educational and organizational frameworks must also advance.

5.1. Contemplation of Difficulties

5.1.1. Distraction and decreased productivity

An extensively mentioned obstacle in the literature, supported by our data, is the possibility of social media becoming a substantial cause of diversion. Within academic environments, students may allocate more time towards non-educational engagements, diminishing their study time and thereby reducing their academic achievement. In professional settings, apps such as Slack and Teams are intended to improve collaboration. However, they can also result in frequent interruptions and a disjointed work schedule, which may ultimately decrease productivity. Organizations and educational institutions should establish and implement rules that promote a harmonious integration of social media usage with the requirement for concentrated work and study sessions.

5.1.2. Issues around privacy and the security of data

Social media usage inevitably entails the sharing and storing of personal information, which gives rise to substantial concerns around privacy and data security. The results of our research emphasize that both students and professionals need to be more cognizant and apprehensive regarding managing and safeguarding their data. Data breaches and unauthorized access to sensitive information pose significant risks, impacting not only individuals' privacy but also the integrity and credibility of institutions. To effectively reduce these risks, it is crucial to implement robust cybersecurity measures, conduct regular audits, and maintain transparent data rules.

5.1.3. Ensuring equal access and opportunities

Another crucial obstacle that has been recognized is the problem of digital equity. Access to dependable internet and contemporary digital gadgets is assumed necessary to reap social media's advantages in education and management. Nevertheless, discrepancies in the availability of these technologies can worsen preexisting disadvantages. Students from disadvantaged socioeconomic circumstances or geographically isolated regions may face a disadvantage, as they may need help to fully engage in digital learning settings or take advantage of digital management technologies. To address this discrepancy, it is necessary to implement focused measures that provide fair and equal access to technology and internet services and programs aimed at enhancing digital literacy.

5.1.4. Effects on Mental Well-being

The escalating apprehension concerns the repercussions of extended social media use on mental well-being. Our findings reaffirm previous studies suggesting that excessive social media use can result in heightened levels of stress, anxiety, and a sense of inadequacy or isolation. These challenges are especially relevant in high-stress institutions such as universities and competitive business settings. Institutions should consider these aspects and offer support services, such

as counseling and digital wellness programs, to assist individuals in managing their social media usage and reducing the adverse psychological consequences.

5.1.5. Discussion in academic integrity and misinformation

The convenient availability of extensive material through social media might challenge academic integrity. The ease of access and sharing of information among students contributes to an increased likelihood of academic dishonesty, including plagiarism and unauthorized collaboration. Furthermore, the swift dissemination of false information via social media platforms can undermine reliable sources and scientific consensus, thus affecting educational material and business decision-making procedures. Educational and organizational leaders must cultivate settings prioritizing critical thinking and carefully validating knowledge sources.

5.1.6. Policy and practice implications

The study's results on the influential role of social media in improving academic engagement and efficiency in managing tasks have important implications for policies and practices in educational and organizational fields. Educational institutions must strategically incorporate social media into teaching and learning processes. This requires the creation of comprehensive policies that assist educators and students in effectively utilizing these platforms while also protecting academic integrity and privacy. This entails furnishing educators with the requisite training and tools for the most effective utilization of social media in educational environments and implementing robust data protection procedures to guarantee the confidentiality and safety of student information. Similarly, in the context of organizations, the findings indicate that organizations should adopt social media technologies for internal communications and project management in order to improve efficiency and collaboration.

Nevertheless, it is crucial to maintain a careful equilibrium between adopting digital interactions and implementing explicit usage rules. These recommendations should prevent excessive dependence on digital interactions and safeguard against potential decreases in productivity caused by distractions. In addition, both sectors must tackle digital equality concerns by fighting for regulations that guarantee adequate access to technology and connectivity for all students and employees. This will help prevent a digital divide that could worsen current inequities. By acknowledging and considering these consequences, educational leaders and business managers can utilize the advantages of social media while minimizing its drawbacks, creating more involved, effective, and diverse settings.

5.1.7. Necessity for Ongoing Investigation

Considering the fast-paced development of digital technology, this study also emphasizes the necessity for continuous research. It is crucial to continuously assess the influence of social media on academic and managerial performance, especially when new platforms emerge and current ones develop. Future research should focus on gaining a more comprehensive knowledge of the lasting impacts of incorporating social media into the lives of various demographic and socioeconomic groups. This will help ensure that everyone can access and enjoy the advantages of social media.

This research has shown that social media is essential in improving academic involvement and operational effectiveness, revolutionizing conventional educational and

organizational methods. Social media platforms can potentially enhance learning outcomes and operational efficiencies by promoting more contact, accessibility, and cooperation. Nevertheless, incorporating these technologies presents specific difficulties, such as problems related to diversion, confidentiality, equal access to digital resources, and the possibility of spreading false or misleading information. To tackle these problems, it is necessary to engage in careful policy-making and proactive management measures to optimize social media's advantages while minimizing its potential risks. As social media progresses, it is crucial for educators and corporate leaders to not only adjust to these changes but also actively influence the future of digital engagement to promote more comprehensive and practical communities.

6. Conclusion

6.1. Implications for Education

The study demonstrates that social media's significant influence on academic engagement has multiple consequences for educational policy and practice. The favorable association between social media use and greater student involvement implies that educational institutions should systematically incorporate these platforms into their academic and extracurricular activities. This may entail providing educators with training on utilizing social media as a powerful pedagogical tool, ensuring that they have the necessary skills to leverage its potential in creating interactive and captivating learning environments.

Furthermore, the study emphasizes the significance of accessibility and inclusivity in the digital age. In order to provide fair and equal access to the educational advantages of social media, institutions must formulate methods to furnish all students, particularly those from underprivileged backgrounds, with essential technological tools. This may involve providing subsidized internet connection, supplying gadgets, or establishing on-campus digital centers to guarantee that every student has access to digital technology and is not disadvantaged by a lack thereof.

6.2. Implications for the organization

As highlighted by the research, organizations should strategically adopt social media tools to improve management efficiency. Companies should contemplate using social media platforms for marketing or customer involvement and as essential tools for internal communication and project management. This entails implementing platforms such as Slack or Microsoft Teams and establishing optimal protocols that enhance the efficiency of these technologies while mitigating potential distractions or security vulnerabilities.

Furthermore, the enhancement in managerial effectiveness via social media indicates a possible alteration in organizational frameworks. Companies should adopt more adaptable and less rigid organizational structures that utilize social media platforms to provide continuous and transparent communication channels. This can result in more adaptable and quick-to-respond organizational structures, which are better equipped to thrive in contemporary business's fast-paced and information-intensive settings.

6.3. Implications for society

Outside educational institutions and organizations, the extensive utilization of social media has significant societal

consequences. As social media increasingly erases the boundaries between personal and professional, educated and casual, its influence in creating cultural norms and expectations grows more substantial. We can utilize this power to promote a culture of ongoing learning and professional growth. Social media platforms have the potential to be utilized more purposefully in order to actively encourage lifelong learning and the enhancement of skills throughout society as a whole.

6.4. Potential Areas for Future Research

The findings of this study also suggest other directions for future investigation. Due to the fast-paced development of digital technologies, ongoing research is necessary to evaluate the lasting effects of social media on academic and organizational results. Further investigation is necessary to examine the psychological impact of extended use of social media in educational and professional environments in order to guarantee that its incorporation does not negatively impact mental well-being.

6.5. Constraints and Prospects for Further Investigation

Although the study offers valuable insights, it is essential to acknowledge its limitations stemming from the limited scope of data and the dependence on self-reported metrics, which could potentially introduce bias. Future studies should incorporate longitudinal studies to monitor temporal changes and broaden the participant pool to encompass various geographical and socioeconomic backgrounds.

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