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### Meta-Analysis For Business Decision Making

An organization intends to focus on social media presences as part of its strategic objective. This would be important to the organization as it will be able to improve its business value by constantly engaging with its fan base and answering clients' queries as soon as possible. Despite the fact that this presents an opportunity for the organization, it is considered important for the board of directors and associated officers to make an informed decision about this move. In this regards, three main type of data can be used. This include derived (existing data from different sources), simulation (generated from operational imitation of the real world process), and observation (generated from the observation of businesses or customers activities or behaviors).



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Given the challenges associated with decision making such as complacency and responsibility, utilization of derived data is rather adequate as it is in meta-analysis (Farley and Lehmann 73). For this reason, the data to be used to inform the decision relating to organization investing in social media will be derived from databases of peer-reviewed journals and case studies of businesses that are already utilizing this strategy. As part of making strategic decision, this will be important in discerning the issue and making evidence-based decision (Rosenzweig 7). With this, as one of the leaders of the organization, I will ensure that the strategy is pursued if it is likely to make the intended impact based on the existing evidence. To arrive at this I would conduct a descriptive and predictive analysis. In terms of descriptive analysis, the focus will be on comprehending and describing the contents of the various data. This will then be followed by predictive analytics which will mainly focus on identifying current trends based on the data and gaining insight into future success by projecting the established trend into the future.

Sources relating to use of social media for business value

Source	Link
Culnan, McHugh, & Zubillaga (2010)	<a href="http://www.misqe.org/ojs2/index.php/misqe/article/viewFile/342/259">http://www.misqe.org/ojs2/index.php/misqe/article/viewFile/342/259</a>
Dong & Wu (2015)	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0963868715000244">https://www.sciencedirect.com/science/article/abs/pii/S0963868715000244</a>
Ainin et al. (2015)	<a href="https://www.emeraldinsight.com/doi/abs/10.1108/IMDS-07-2014-0205">https://www.emeraldinsight.com/doi/abs/10.1108/IMDS-07-2014-0205</a>

## Works Cited

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Dong, John Qi, and Weifang Wu. "Business value of social media technologies: Evidence from online user innovation communities." *The Journal of Strategic Information Systems* 24.2 (2015): 113-127.

Farley, John U., and Donald R. Lehmann. "The important role of meta-analysis in international research in marketing." *International Marketing Review* 18.1 (2001): 70-79.

Rosenzweig, Phil. "What makes strategic decisions different." *Harvard business review* 91.11 (2013): 7.