

**Social media in business operations
– a model approach**

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The head of the grant: Marta Zembik, M.Sc.

The primary objective of this project is to develop a model approach to companies' usage of the social media. The model approach to this subject will constitute a scientific basis for practical solutions in this area.

The main objective of this study will be accomplished through realization of **specific objectives** that could be cited as:

1. Cognitive objective: Identification and description of various social media types, identification of the determinants of social media implementation in the companies, as well as exploration of business operations areas that may be aided by social networking technologies.
2. Methodological objective: Development of models of social media usage in companies' business operations.
3. Utilitarian objective: Indication of possibilities of social media usage in business operations.

The results of the research are regularly subjected to scientific discussions at conferences in the country and abroad, and published in Polish and foreign scientific publications.

The end result of the research will be the **PhD dissertation** 'Social media in business operations – a model approach'.

The project team:

1.	Marta Zembik M. Sc.	University of Economics in Katowice, Poland Faculty of Finance and Insurance Institute of Business Information Systems	The head of the project
2.	Ewa Ziemia Associate Professor Post Ph.D., D.Sc.	University of Economics in Katowice, Poland Faculty of Finance and Insurance Institute of Business Information Systems	Project supervisor

Papers published in journals, books and proceedings:

M. Zembik – **Crowdsourcing – kreowanie innowacyjności przedsiębiorstw**, „Informatyka @ przyszłość”, ed. by W. Chmielarz, J. Kisielnicki, T. Parys, O. Szumski, Wydawnictwo Naukowe Wydziału Zarządzania Uniwersytetu Warszawskiego, Warszawa 2013, in print.

Papers presented at the Polish and international conferences:

Information Systems & Future, Warsaw, Poland, 14.11.2013, Warsaw University (Poland).

M. Zembik – **Crowdsourcing – kreowanie innowacyjności przedsiębiorstw**.