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Subject: User opinion in social media and managerial decision making in selected stock exchange listed companies.

Abstract

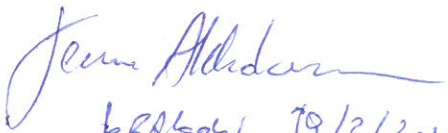
The goal of this dissertation is to research potential of information in social media to be utilized by business enterprises. Information can be used to support managerial decision making especially on product growth and improvement as well as to search for potential innovations and market opportunities.

First chapter focuses on social media as social communication tool. Social media has been defined and then its genesis and growth are discussed. Later major social sites are presented as well as their users.

Second chapter focuses on decision making in context of social communication and utilization of information in decision making process. There are decision making models discussed and then information and its opportunities and limits in management are presented. Information sources especially social media as information source are also discussed.

Third chapter is about research methodology which is based on content analysis and technology of automated information retrieval of R – a statistical and analytical language used in big data analysis.

Forth chapter presents quantitative and qualitative research findings and all is summarized by conclusions and recommendations which confirms potential of social media information utilization in management process.


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