

DEVELOPING A SOCIAL MEDIA MARKETING FRAMEWORK FOR THE B2B INDUSTRY

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**DEPARTMENT OF MANAGEMENT STUDIES
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**DEVELOPING A SOCIAL MEDIA MARKETING
FRAMEWORK FOR THE B2B INDUSTRY**

by

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Submitted

in fulfillment of the requirements of the degree of **Doctor of Philosophy**
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CERTIFICATE

This is to certify that the thesis titled “**Developing a Social Media Marketing Framework for the B2B Industry,**” submitted by **Apurva Chamaria**, to the Indian Institute of Technology, Delhi for the award of the degree of **Doctor of Philosophy (Ph.D.)**, is a bonafide record of the research work done by his under my supervision. The content of this thesis, in full or in parts, has not been submitted to any other institute or university for the award of any degree or diploma. Material wherever borrowed has been duly acknowledged.

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ABSTRACT

Digitized social media marketing, or SMM, is changing how firms, especially those in the business-to-business (B2B) space, sell themselves. While B2B organizations are increasingly embracing SMM as a revolutionary tool, there is a notable absence of a comprehensive approach to establish an effective marketing management framework.

The study tries to contribute by comprehending the concept and usage of SMM in B2Bs to overcome the handicaps existing in B2Bs regarding SMM and its coverage. The study builds on the SMM dimension in B2B firms, offering insights into critical touchpoints for integrating SMM strategy in B2B organizations through a comprehensive framework.

Drawing from a Systematic Literature Review, employing content analysis and theme visualization, and conducting a thorough examination of the roles played by marketing management actors in B2B firms utilizing SMM, this study establishes a foundational marketing strategy framework. The study identifies five core themes - "Social Media Adoption and Selection," "Accelerators and Inhibitors," "Strategy and Execution," "Change Management," "Internal User Adoption," "KPIs and Measurement".

The research proposes a framework using the M-TISM model and examines how brands' active social media presence affects their ability to maintain a sustainable competitive advantage. Structural Equation Modeling is also used to illustrate and analyze the aspects influencing the businesses' active social media presence.

Keywords: B2B, SLR, Social Media Marketing, SMM, Social Selling

सारांश

डिजिटाइज़्ड सोशल मीडिया मार्केटिंग (SMM) व्यवसायों, विशेष रूप से बिजनेस-टू-बिजनेस (B2B) क्षेत्र में कार्यरत कंपनियों के विपणन दृष्टिकोण को बदल रही है। हालांकि B2B संगठन SMM को एक क्रांतिकारी उपकरण के रूप में तेजी से अपना रहे हैं, फिर भी एक प्रभावी विपणन प्रबंधन रूपरेखा स्थापित करने के लिए एक व्यापक दृष्टिकोण का अभाव है।

यह अध्ययन B2B संगठनों में SMM की अवधारणा और उपयोग को समझने का प्रयास करता है, जिससे B2B क्षेत्र में SMM से संबंधित मौजूदा चुनौतियों और इसकी पहुंच को दूर किया जा सके। यह अध्ययन B2B कंपनियों में SMM के आयामों पर ध्यान केंद्रित करता है और B2B संगठनों में SMM रणनीति को एकीकृत करने के महत्वपूर्ण बिंदुओं पर अंतर्दृष्टि प्रदान करता है।

अध्ययन एक सिस्टमैटिक लिटरेचर रिव्यू (SLR) पर आधारित है, जिसमें विषयवस्तु विश्लेषण (content analysis) और थीम विजुअलाइज़ेशन तकनीकों का उपयोग किया गया है। साथ ही, B2B कंपनियों में SMM को अपनाने में विपणन प्रबंधन से जुड़े कारकों की गहन समीक्षा की गई है। इस शोध के परिणामस्वरूप एक आधारभूत विपणन रणनीति रूपरेखा (Marketing Strategy Framework) विकसित की गई है। अध्ययन पांच प्रमुख विषयों की पहचान करता है:

1. “सोशल मीडिया को अपनाना और चयन”
2. “त्वरणकर्ता और बाधाएं”
3. “रणनीति और निष्पादन”
4. “परिवर्तन प्रबंधन”
5. “आंतरिक उपयोगकर्ता अपनाना”
6. “प्रदर्शन संकेतक (KPIs) और मापन”

यह शोध M-TISM मॉडल का उपयोग करके एक रूपरेखा प्रस्तावित करता है और यह जांचता है कि ब्रांड्स की सक्रिय सोशल मीडिया उपस्थिति उनके दीर्घकालिक प्रतिस्पर्धात्मक लाभ बनाए रखने की क्षमता को कैसे प्रभावित करती है। इसके अतिरिक्त, संरचनात्मक समीकरण मॉडलिंग (SEM) का उपयोग करके उन कारकों का विश्लेषण और चित्रण किया गया है, जो व्यवसायों की सोशल मीडिया उपस्थिति को प्रभावित करते हैं।

कीवर्ड: B2B, SLR, सोशल मीडिया मार्केटिंग, SMM, सोशल सेलिंग

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