

Conceptual business effect model on the positive effect of firm generated problem solving content on social media and online brand equity

Research Business Model by Dr. Tali Rezun

Model Description:

Sourced from: doctorate dissertation (i.e. Company Generated Problem-Solving Content on Social Media (SM) and Online Brand Equity: Designing and Testing a Model for Its Effectiveness A dissertation submitted in partial fulfilment for the degree of Doctor of Business Administration)

This model is a general online business model, derived from observation and extant theories which may be adapted by small and medium sized companies, (b) the model and its underlying theory provided general guidance for online support building brand equity and online business exposure, and (c) the model offers detailed support, general guidance, and an explanation of proposed processes to SMEs companies, though other industries may take alternate approaches when applying the model.

There are few available and proven business models available about online marketing in the fast-paced, quickly changing global online business environment. Many companies lack the knowledge to adapt and to support online business development (Ha, 2005). To address the problem, a business model was developed as part of doctorate dissertation (i.e. Company Generated Problem-Solving Content on Social Media (SM) and Online Brand Equity: Designing and Testing a Model for Its Effectiveness A dissertation submitted in partial fulfilment for the degree of Doctor of Business Administration) to help companies develop successful online marketing campaigns and to position their brands in existing new social media environment.

The results from testing the model showed positive results on higher brand equity and exposure, and resulted in better business performance and overall recognition in the targeted region. This confirmation of the model is one of the major contributions of related study, because it maps a possible path and process for other companies to follow and modify accordingly. The model is effective, is easy to use, and is suitable for use by other companies.

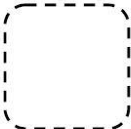
Keywords: Content Model, Business Online Model, Social Media Content, Online Brand Positioning Model

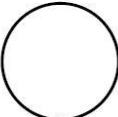
Figure 3: Conceptual business effect model on the positive effect of firm generated problem solving content on social media and online brand equity

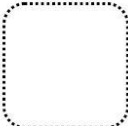
Legend:


Rectangle  : Decision variables

Oval  : Model results

Oval braked  : model side results

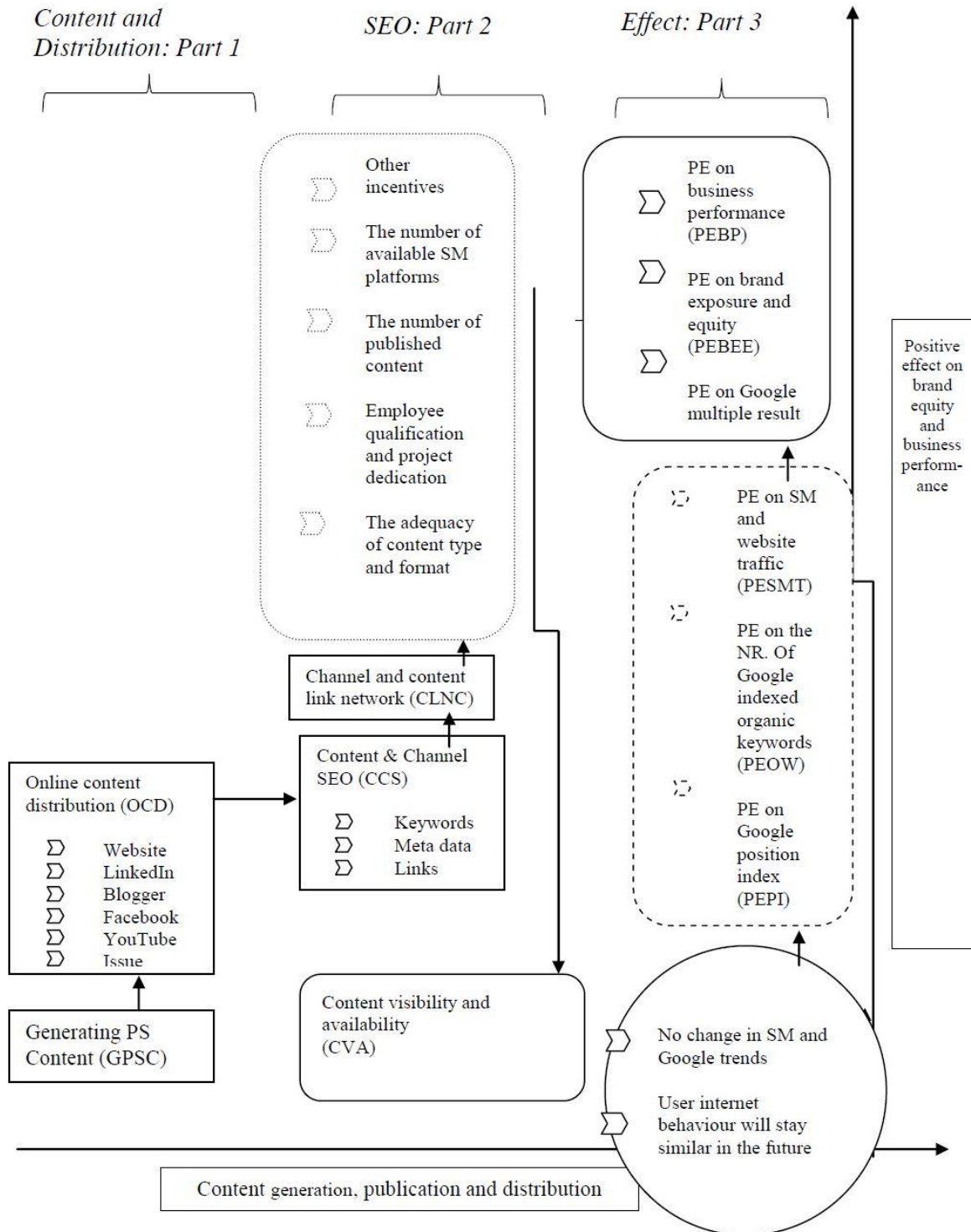
Circle  : uncontrollable variables or events

Oval dotted  : dependant variables

Brace  : different part separator

Fat arrow  : different variable factors

Straight arrow  : certain relationship



(Source: author)

References

- Ha, L. (2005). A quantitative model for evaluating e - business strategy (Order No. 3237676). Available from ProQuest Dissertations & Theses Global. (305381511). Retrieved from <http://search.proquest.com/docview/305381511?accountid=16468>
- Rezun, T (2018). Company Generated Problem-Solving Content on Social Media (SM) and Online Brand Equity: Designing and Testing a Model for Its Effectiveness, A dissertation submitted in partial fulfilment for the degree of Doctor of Business Administration (DBA)

Bios

Dr. **Tali Rezun** is Slovenian, of Slovenian and Jordanian origin. Born in Ljubljana in 1978, he started his entrepreneurial career at the age of 18 and grew his business organically until this day. Dr. Rezun specializes in various fields of tourism, management, leadership, online brand marketing and Blockchain technology. In 2012, Tali finished his EMBA and later in 2018 his Business Doctorate (i.e. DBA) specializing in online brand development, SEO and Social Media Marketing under the domain of Cotrugli Business School, where he also enjoys the title of a lecturer. Currently Dr. Rezun acts as supervisory board member in Naton HR group, publishes articles associated with his expertise, serves as projects consultant and appears as a guest speaker to the media. (<https://talirezun.com/>, contact@talirezun.com)