

Title of Paper: Business Process Management Challenges of Social Media in the 21st Century (Abstract) Keywords: Social Media, Business Process Management, Internet Services

Social Media has earned considerable fame in this smart digital Internet Era. However, firms are still apprehensive in adopting social media to their organization primarily due to lack of understanding of the social media domain as well as the inability to integrate social media into existing business processes. Research innovations identify methodologies and approaches to integrate social media into existing businesses, but what has been overlooked is the impact of social media on business processes. This paper addresses social media, its applicable business processes, its management techniques and methods. The objective of the paper is to derive business process management challenges of social media, comprehend media management aspects of existing business processes of social media, identify key trends of management methodologies that formulate the business process management as an innovative coordination method that links the complex internetworking of business processes of social media, highlight key challenges of the formulated business process management of social media in the coming era, develop key findings when challenges of business process management are applied to a case study of a social media firm, and provide interpretation of these key findings and its relevance to the future of social media. The paper reviews a series of articles on social media, its capabilities, its functionalities, its resources, its benefits to derive social media as internetwork of business processes (e.g. Journal of Media Management, Journal of Computer Mediated Communication, Business Horizons, IEEE Symposium on Security and Privacy, European Management Journal, MITSloan Management Review 1;2;3;4;6;8;9). Furthermore, social media as the networked business processes is explored against a backdrop of a series of professional journals on business process management (e.g. International Journal of Information Management, International Journal of Management Science, Business Process Management Journal, Information and Management Journal 5;7). The purpose of such an exploration is to arrive at the management methodology that is applied in a series of complexities for business processes of social media. After the management methodology is formulated, the business process management challenges are addressed for social media in coming Era. Such challenges are additionally visualized in the form of a case study of an existing social media firm i.e. LinkedIn a social media firm specializing in social networking., where key findings are developed and reasoned. The paper concludes with a set of recommendations based on key findings, future work encompassing business case analysis to establish performance metrics for social media applying necessary analysis tools. The structure of paper of is divided into six sections. Section One provides an introduction and overview of social media i.e.to identify problem statement. Section Two highlights an in-depth literature review of present research context of social media firms. Section Three explores management methodologies of social media to give concrete substance to formulation of the business process management of social media. Section Four addresses the challenges of business process management of social media. Section Five highlights a case study of an existing social media firm i.e. LinkedIn a firm specializing in social networking and capitalizing on the latter as source of revenue with Bpm challenges applied. Section Six concludes with a summary of the paper's goals, set of recommendations and future work

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