

# **SOCIAL MEDIA AND AGILE LEADERSHIP MODEL ON ENHANCING CUSTOMER LOYALTY AND EMPLOYEE PERFORMANCE IN JORDANIAN PRIVATE UNIVERSITIES**

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## **Abstract**

To that end, this article will analyze how social media and adaptable leadership might boost satisfaction levels among customers and productivity within an organization. The primary goal of this research is to develop a theoretical framework for examining the most important aspects that may affect the spread of social media and agile leadership among Jordanian private colleges. The research also shows that the customer loyalty and employee performance are impacted by social media, as represented by social media marketing, customer engagement, and brand loyalty, and leadership agility, as represented by agility, innovativeness, and risk taking. The results of this study suggest that businesses should begin applying practices related to the development of new products and services and the improvement of existing ones in order to boost their bottom line and the level of happiness among their clientele. The novelty of this research is in its focus on the major roles played by social media and leadership agility in increasing customer loyalty and employee performance at Jordanian private universities.

**Keywords:** Social Media, Agile Leadership, Innovativeness, Risk Taking, Brand Loyalty Business Performance

## **1. INTRODUCTION**

Managing interactions with consumers has developed into an important topic in marketing. Marketing communications aren't the only thing being disrupted by digital technology; workplaces and businesses as a whole are being transformed as a result [18]. There is a growing appreciation for the value of new media technologies in CRM [27] because of the increased accessibility, interactivity, and personalization they bring to the customer service process. The masses of content produced and disseminated by social media have a substantial impact on consumer understanding, perspective, and action [19]. Customers that feel greater agency in the marketing exchanges they take part in tend to engage in conversations with both the companies they interact with and other customers. People's ability to create, edit, share, and debate content online about businesses and products is what makes social media a phenomenon that can have an impact on a company's viability, reputation, and overall performance [26]. Despite the fact that social media technology has the ability to transform company operations, strengthen consumer interactions, and raise operational performance, marketers are still unaware of the benefits and risks that social media present to businesses [20]. Nonetheless, companies have only just started to understand the financial ramifications of social media [1]. Social media management is essential for businesses to stay competitive [2]. It is via this process that companies can put their strategies into action and boost the results of their operations. Nonetheless, no studies have been conducted to date to ascertain how adopting social media

may effect a company's performance. An important caveat is that [3] found that social media has a favorable effect on the share value of enterprises, but only once a specific threshold of followers has been reached. Because of the importance of the conditions in which social media can have a beneficial impact, this discovery is significant.

Social media marketing (henceforth SMM) appears to be helpful for both B2B and B2C organizations [25], but the adoption and exploitation of these interactive communication technologies in the B2B sector are just getting started. Many business leaders lack the knowledge and/or the ability to develop social media adoption and integration strategies that are appropriate for their organizations' day-to-day operations [18]. This is despite the fact that a complete comprehension of both the strategic and operational aspects of the adoption process is required for its successful implementation. Though marketing managers need to be familiar with the practical difficulties of social media adoption and management, the vast bulk of previous study has been theoretical [18]. The goals of social media, the obstacles to adopting these technologies, the factors determining social media adoption, and social media's contribution to the development of new capabilities have all been empirically supported by previous research [28].

Businesses now see the growing influence of the digital economy as both a threat and an opportunity. Due to a lack of resources, many businesses had difficulty making headway in the digital economy (such as computers and skilled staff). The advent of the digital economy, on the other hand, has been perceived by corporations as a chance to better their internal resources and earn a competitive edge. This is because companies see digital economy as a way to boost their internal resources and get an advantage in the market [27]. Organizations that value stability and staying ahead of the competition recognize the challenge and importance of having a wide range of skills [24]. This is essential in order to get in front of customers and offer unique, cutting-edge items at prices that are competitive with or below the competition. Most companies have improved their IT in recent years to help them run more efficiently. This is a result of the increasing reliance on technological systems to manage big data and client expectations, as well as the rising expenditures of commercial, operational, and transportation expenses [28]. There have also been numerous investigations into the efficiency of online education and the quality of the user experience on agile leadership platforms. Using digital technology like lecture recordings, question tools, classroom response systems, and virtual reality has been studied for its effects on active learning, repetition, and feedback in the classroom [3]. When gauging the success of an information system's adoption, researchers consider criteria such the system's quality, usage, and perceived benefits, as well as the students' perspectives. Our article is structured as follows. To begin, we review the literature on the topics of social media, leadership agility, and the effects of these variables on customer retention and worker productivity.

## 2. LITERATURE REVIEW

### A. Social media

While it's no secret that social media use has exploded in recent years [17], the COVID19 pandemic has prompted adults in the United States to join these sites at an unprecedented rate [18]. Furthermore, the introduction of SNS has changed the dynamics of the online market by bringing together individuals as diverse as customers, thought leaders, and subject matter experts. [19] Finding that consumers' impressions of products and subsequent purchases can be influenced by integrated marketing promotional messages. [20] To determine Facebook's benefits, we drew on the theories of use and gratification. After polling 368 Facebook users online, they discovered that the service actually makes people happy in six different ways. It has been determined that user pleasure can be attributed to factors such as affection, attention seeking, habit, information sharing, disclosure, and social influence. [20] Have found that when consumers are highly invested in an IT experience, they enter a state of hypnotic cognitive absorption (CA). Many reasons are cited in [21] for people to begin utilizing social media after being exposed to CA. Social media can help users feel less time has passed by providing a sense of emotional distance. Furthermore, social media users might get lost in the experience, which is a wonderful diversion from the demands of daily life. Third, it's possible that users' happiness with their interactions with the program would rise if they shared their positive experiences with it on social media. Finally, social media gives users a sense of agency by allowing them some say over their own experiences, which can satisfy their insatiable cravings for novelty and surprise. Despite its apparent benefits, social media use has been found to have a negative impact on people's mental health. For example, [22] found that adolescents in India who used social media for long periods of time experienced increased levels of anxiety and despair. However, businesses are increasingly interacting with their clients via social media [23]. When researchers found those customers' impressions of a product and subsequent purchases might be swayed by integrated marketing promotional messages [24], they realized the marketing industry had discovered a powerful tool in social media. Companies can utilize social media to increase product demand by sparking client interest in their offerings through discussions about their brands [24].

### B. Agile leadership (AL)

Leaders in the modern era should help their teams make the most of the company's digital assets to achieve their individual and team goals [10]. Many industries are seeing dramatic shifts in the competitive and organizational landscapes as a result of the advent of new digital technologies. Several elements of the business will have to change to reflect the new circumstances. Transformation programs drive alterations to both address pressing demands and prepare for a future that is difficult to predict. Digital leaders need a certain skill set [11] to help alleviate these issues and aid with the shift. Leaders have significant influence because they can prepare their organizations to succeed in a more uncertain and volatile future. For example, it is difficult for digital leaders to inspire employees to adapt to a future in which a new set of technologies may or may not be adopted. However, many current leaders lack the skills necessary to be effective digital leaders. Fortunately, students are making progress in

gaining these skills [12]. The following set of abilities [13] is recommended for effective digital leaders. (1) leading by example; (2) creating a setting where risk-taking is encouraged; (3) promoting out-of-the-box thinking; (4) easing communication between different groups within an organization; (5) promoting open channels of information flow; (6) guiding and directing business strategy; (7) cooperating. Lacking the proper resources, many organizations found it difficult to compete in the digital economy; however, many companies now see the rise of the digital economy as an opportunity to fortify their internal resources and gain a competitive edge, such as by adopting a novel agile leadership approach [14]. Organizations that value stability and position relative to competitors understand the challenge and importance of owning different talents [15] in order to reach customers and produce distinctive and innovative products ahead of competitors at a competitive price. In order to remain competitive in the face of rising costs associated with marketing, operations, and transportation, as well as the increasing reliance on technological systems for the management of large data sets and customer expectations, most businesses today are investing in technology upgrades [16].

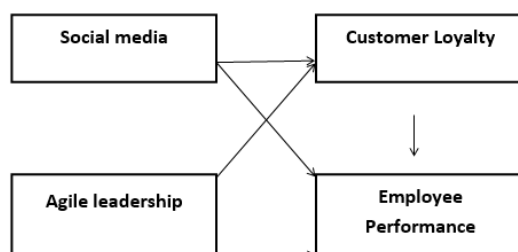
### **C. Customer loyalty and employee Performance**

The study set out to determine whether or not a positive relationship exists between customer satisfaction and financial success. The theory that increasing customer loyalty through the introduction of new products with better features and benefits would have a dramatic impact on a business' bottom line has been around for a long time. An increase in revenue is accompanied by less competition, lower operational costs, and a lower failure rate for businesses that prioritize customer retention. Keeping in touch with current and potential clients should be a company's top priority, according to the findings of recent studies, because it can serve as a fertile ground for creative thinking [17]; [18]; [20]; [25]. The study's goal was to teach private Jordanian universities how to better serve and connect with their students, faculty, and community by leveraging social media technology, changing their leadership style to one that is more adaptive to the needs of the organization, and relying on the perspectives and suggestions of those they serve.

### **3. DISCUSSION AND CONCLUSION**

This study's findings demonstrate the direct positive effect of social media and agile leadership on customer loyalty and employee performance. Attitude, knowledge, and communication in the realm of social media; agility, innovation, and risk-taking on the part of a leader; and social media marketing, consumer engagement, and brand loyalty in the realm of social media. In accordance with the findings of prior investigations, the study also found that a favorable correlation existed between the use of social media and an increase in consumer loyalty, which in turn led to better productivity from staff members. In this study, we find that customer loyalty has a favorable effect on corporate performance, as measured by factors such as revenue and profits, market share growth, and the spread of the company's good name. This finding accords with those of prior investigations. In conclusion, the study found that its findings contradicted those of other studies that found no relationship between the studied characteristics and increased customer loyalty or productivity on the part of employees.

**Fig.1 Model Concept of the impact of social media and agile leadership on increasing customer loyalty and employee and performance**



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