

Measuring the impact of using social media on business performance and the role of social skills and sales intensity modulation (Case study of Tobacco Company: JTI Pars)

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The ability of companies to create and maintain customer satisfaction is a key indicator that can determine the success of a business. In order to effectively achieve this task, companies must accurately understand and understand the needs and desires of the customers, and be able to Matching products / services at or above customer expectations. Social media has a widespread impact on all areas of business performance such as finance, operations, and corporate performance. Therefore, the present study aims to measure the impact of using social media on business performance and the role of social skills moderation and sales intensity and studied in the tobacco company: JTI Pars. It is considered as descriptive and applied research, and according to the use of the questionnaire "Charoon and Sasatanon (2017)", a survey research has been used in this research. The statistical population of this research is all managers and experts of JTI Company based in Gilan Tobacco Complex. On average, 5 questionnaires were distributed among the experts of each brand (42 brands) by available non-specific method and all 210 questionnaires were collected Has been studied. Research findings have shown that the use of social media has a positive and significant impact on business performance, but the role of social skills moderation and sales intensity has not been confirmed in this regard.

Keywords : social media, business performance, social skills, sales intensity

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