

Global Perspectives on Social Media Usage Within Governments

Chandan Chavadi
Presidency Business School, Presidency College, Bengaluru, India

Dhanabalan Thangam
Presidency Business School, Presidency College, Bengaluru, India

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Kanchan Rajput, ISBR Research Centre, India
Mathiraj Subramanian, Department of Cooperate Secretaryship, Alagappa University, India
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In the present era of information, social media has risen as the primary channel for engagement. Platforms like Facebook, Twitter, YouTube, and others possess the capability to bring about significant changes. They have been instrumental in activities ranging from the downfall of governments to the amplification of political campaigns, the facilitation of public protests, the enablement of social demonstrations, and the initiation of social campaigns. Moreover, these platforms promote communication, dialogue, and awareness within public forums, serving as immediate sources of news and information. Within the dynamic landscape of communication evolution, the interconnected population now enjoys unprecedented access to information, expanded opportunities for public discourse, and enhanced potential for collective action.

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Social media's influence extends to policymaking, as governments are now more attentive to public sentiment and demands voiced on these platforms. Additionally, social media enables international collaboration and diplomacy, enhancing global governance efforts. In conclusion, social media's influence on governments' operational aspects is undeniable. While it has fostered greater transparency, public

engagement, and crisis communication, its impact also necessitates careful management to mitigate potential risks. Governments must harness the power of social media responsibly to ensure a positive and transformative influence on their operations and better serve their citizens.

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Bagavathi C., Department of Social Work, Vellalar College for Women, India

Kumaraswamy Channabasaiah, Department of Social Work, Acharya Institute of Graduate

Studies, India

Social workers must navigate issues related to client privacy, boundary management, and maintaining professional integrity online. The potential risks of misinformation, cyberbullying, and burnout demand careful attention and responsible usage. Despite these challenges, social media's positive impact on social workers cannot be ignored. It has empowered them to stay informed about the latest developments, trends, and best practices in their profession. As social media continues to evolve, it is crucial for social workers to embrace these technological tools thoughtfully and responsibly, harnessing their potential for enhancing collaboration and advancing social work practice.

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R. Vedapradha, Mount Carmel College (Autonomous), India

J. Ashok, CHRIST University (Deemed), India

A digital transformation endeavor is the use of technology and digital processes to enhance business operations and consumer experiences. These projects frequently include the use of new technology like social media platforms, artificial intelligence (AI), and analytics, as well as the execution of digital processes like cloud computing, omnichannel commerce, data analytics, and automation. An organization needs to integrate digital transformation initiatives into its current systems if it wants to stay current with the rapidly evolving technology landscape of today. Social media is now an essential part of contemporary life, and businesses are increasingly using it to connect with their clients and other stakeholders. To take advantage of social media's huge potential, businesses are incorporating it into their digital transformation initiatives.

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Devarajanayaka Kalenahalli Muniyanayaka, University of Buraimi, Oman

Haritha Muniraju, Triveni Institute of Commerce and Management, India

B. Seenivasan, Sacred Heart College (Autonomous), India

Due to technological innovation, the economy is transitioning from a market-driven to a network-oriented status, and social media has seized the leading I.T. trends in the technology sector. A paradigm change in banking and finance operations has occurred due to the upswing in innovation, transformation, and digitalisation in Indian banking and financial organisations. The development of online banking, mobile apps, mobile banking, and tools like debit and credit cards has changed how customers utilise banking and financing services. Thanks to social media and digital marketing, banks may now be practical tools for supporting customers' enterprises and gaining target prospects. To provide customers with rapid and efficient service in the post-pandemic age, Indian banks and financial institutions are rushing to modernise their technology infrastructure and digital goods. Social media offers users attractive options for 24-hour access to information and the use of financial services across temporal and geographic boundaries.

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The Role of Social Media in Empowering Digital Financial Literacy 80

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G. Chandrakala, Dayananda Sagar University, India

Raja Narayanan, Dayananda Sagar University, India

K. Sathyanarayana, Presidency University, India

This systematic review examined the role of social media in enhancing financial literacy among individuals by collecting and reviewing 60 articles published from 2021 to 2023. The findings revealed that social media has a positive impact on financial literacy through the dissemination of financial education, promotion of financial awareness, and sharing of financial experiences. The review also identified digital financial literacy, entrepreneurial learning, and financial knowledge as significant determinants of financial literacy, while demographic characteristics, social media usage behavior, risk attitude, and overconfidence played a role in determining financial literacy. The study recommends that financial institutions, policymakers, and educators leverage social media for promoting financial literacy, and social media usage skills to improve financial literacy among individuals. Overall, the study suggests that the use of social media can democratize financial literacy and enable individuals from diverse backgrounds to access financial education and information.

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Rani J. Devika, Department of Economics, Mannar Thirumalai Naicker College, India

Vimala Govindaraju, University Malaysia Sarawak, Malaysia

*Ramakrishna Narasimhaiah, Department of Economics, Jain University (Deemed),
Bengaluru, India*

H. L. Babu, Srinidhi College of Education, Bengaluru, India

Ravindran Kandasamy, Presidency Business School, Presidency College, India

Shouvik Sanyal, Department of Marketing and Entrepreneurship, Dhofar University, Oman

Climate change remains a threatening issue to humanity, and lots of people still think of climate change as a growing issue that needs regular measures to curtail it. However, it is not such an easy task to influence a huge mass, but now it has become possible by social media. Because the role played by social media is enormously huge nowadays and many are relying on the internet to gain knowledge, gather data, and socialize. A 16 year old Swedish environmental activist Greta Thunberg has used social media to raise her voice against climate change and started her first school strike, Fridays For Future, against this in August 2018 at the Swedish parliament. In propagating this narrative, she uses various social media and digital platforms to attract people and institutions in developing a climate activist movement with a united voice and intention. This chapter reveals Greta's social media activity, how Greta uses the affordances of social media to frame the climate crisis and to build a worldwide action-based conversation.

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Role of Social Media on Government Initiatives Towards Human Resource Development 112

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S. Sibi, School of Management, Sri Krishna College of Technology, India

Sudha Maheswari T., PSGR Krishnammal College for Women, India

Vijay Bose S, Vaagdevi College of Engineering, India

Murali Mora, Vaagdevi College of Engineering, India

Senthilkumar Chandramohan, Arsi University, Ethiopia

*M. Maruthamuthu, Department of Business Administration, Government Arts and Science
College, Kadayanallur, India*

Irshad Nazeer, Presidency Business School, Presidency College, India

In the digital age, social media has emerged as a powerful tool for communication, networking, and information sharing. Its widespread popularity and accessibility have led to its adoption by governments worldwide to reach the public effectively. This chapter explores the role of social media in bridging the gap between government initiatives for human resource development (HRD) and the public. It examines how social media platforms have transformed the way governments communicate HRD policies, initiatives, and opportunities to citizens, fostering greater engagement, transparency, and inclusivity. The chapter also highlights the potential challenges and ethical considerations associated with the use of social media in HRD initiatives. Social media's integration with government HRD initiatives has immense potential to enhance access to resources, promote skill development, and empower individuals in the modern workforce.

Chapter 9

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Thirupathi Manickam, CHRIST University (Deemed), India

Kavitha Desai, CHRIST University (Deemed), India

M. Sudha, Acharya Institute of Graduate Studies, India

Macherla Bhagyalakshmi, CHRIST University (Deemed), India

G. Vinayamoorthi, Alagappa University, India

Joel Jebadurai Devapictahi, St. Joseph's College of Engineering, India

The pandemic is anticipated to have a significant economic impact, and it already has a terrible effect on schooling worldwide. Due to the coronavirus's quick spread, educational institutions worldwide are making the drastic leap from delivering course materials in person to doing so online. The rapid use of digital technology represents a significant paradigm change that may ultimately transform the Indian educational system. The COVID-19 scenario provides an opportunity to test new tools and technology to make education more relevant for students who cannot travel to campuses. With online learning and evaluation, there is a chance to increase knowledge and productivity while acquiring new skill sets and expedited professional talents. In this chapter, the authors have examined the educational difficulties and opportunities brought on by the sudden COVID-19 epidemic, followed by a discussion of how the Indian educational system has to be recalibrated.

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R. Sankar Ganesh, Veltech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

B. Ganesh, Am Maxwell International Institute for Education and Research, India

Nadia Sha, College of Commerce and Business Administration, Oman

M. S. R. Mariyappan, Veltech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

T. Srividhya, Periyar University, India

R. Lakshmi Priya, Am Maxwell International Institute for Education and Research, India

The topic of media psychology is multidisciplinary, and people's interactions with media in many spheres of their lives from work to education to entertainment to social engagement are ever-evolving. By fusing a comprehension of human behaviour, cognition, and emotion with a comparable comprehension of media technology, media psychologists seek to provide answers to these problems. As the globe gets more linked, media is now present in practically every aspect of life and is becoming a more essential field of study. Media psychology, in contrast to some media studies, is not merely about the content. Media psychology takes the entire system into account. Understanding the effects of technology depends heavily on psychology. By merging their knowledge of human behaviour, cognition, and emotion, media psychologists seek out answers and solutions.

Chapter 11

Exploring the Impact of Social Media on the Indian Banking Sector: A Comprehensive Social Media Framework 157

Durairaj Duraisamy, School of Management, CMR University, India

Chethan Shivaram, Department of Management Studies, Acharya Institute of Graduate Studies, India

N. Nethravathi, Department of Business Administration, Acharya Institute of Technology, India

K. Y. Anusha, Department of Management Studies, Acharya Institute of Graduate Studies, India

Kanchan Rajput, ISBR Research Centre, India

Mathiraj Subramanian, Department of Cooperate Secretaryship, Alagappa University, India

Shaila Kedla, Department of Commerce, Acharya Institute of Graduate Studies, India

Raghu Narayana Reddy, Presidency Business School, Presidency College, India

Kiran Hiremath, Presidency Business School, Presidency College, India

This chapter emphasizes the importance of compliance with data protection regulations and maintaining customer privacy. Finally, the framework offers strategic recommendations for Indian banks to optimize their social media presence, including the development of robust social media policies, integration with existing customer service channels, and investment in analytics to gain valuable insights from user interactions. Overall, this framework provides valuable insights for Indian banks seeking to harness the potential of social media to stay competitive, build customer trust, and enhance their overall operational efficiency in the dynamic digital landscape.

Chapter 12

Promoting Online Safety: The Government's Role in Combating Cyber Harassment and Cybercrime Through Social Media Platforms 175

Ravishankar Krishnan, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

Rajalakshmi Vel, Sri Ramachandra Institute of Higher Education and Research, India

Priyanka Zala, GLS University, India

S. Thandayuthapani, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

H. Moideen Batcha, B.S. Abdur Rahman Crescent Institute of Science and Technology, India

Kalyani Velusamy, DMI-St. Eugene University, Malawi

Theju Kumar Chandrappa, Department of Criminology and Forensic Science, Acharya Institute of Graduate Studies, India

Social media offers great power and potential to all kinds of users, and it is not free from threats and risks that come along with the adoption of new tools and innovations. There is cyber stalking, sexting, bullying happening substantially. Anonymity of the virtual world has contributed to online harassment and lack of awareness. This research assesses the awareness and perception of female college students of Indian universities. The opinion of senior government officials in regulating social media to improve cyber resilience is sought. Using judgement sampling technique, 463 responses were collected through questionnaire method. The majority of respondents perceive social media as a useful place for infotainment. There is awareness however that respondents don't want to limit themselves and they are open to posting pictures, tweeting, commenting on unknown posts. Among many online platforms, incidence of cyber harassment is high on social media platforms. The main contribution of this study is to emphasize the need to treat cyber behaviour as a foundational course in today's parallel world.

Chapter 13

Leveraging Social Media Geographic Information for Smart Governance and Policy Making:
Opportunities and Challenges 192

Munir Ahmad, Survey of Pakistan, Pakistan

This chapter explored the use of social media geographic information in governance and policy-making. Social media geographic information has great potential to impact decision-making, citizen engagement, service delivery, crisis management, innovation, policy formation and evaluation, and public opinion assessment. However, challenges such as data quality, privacy concerns, data overload, standardization, limited access, ethics, technical issues, language barriers, and limited geographic coverage also arose. To address these challenges, policymakers should establish clear guidelines, ensure data accuracy, address privacy concerns, manage data overload, and promote ethical practices. Real-world applications in disaster response, traffic management, urban planning, air quality monitoring, disease outbreak tracking, and flood monitoring are also described. By harnessing social media geographic information while addressing challenges, policymakers can make informed decisions that benefit society.

Chapter 14

Electronic-Based Service Innovation: Evidence From the Jayapura City Population and Civil
Registration Office, Indonesia..... 214

Yosephina Ohoiwutun, Cenderawasih University, Indonesia

M. Zaenul Muttaqin, Cenderawasih University, Indonesia

Ilham Ilham, Cenderawasih University, Indonesia

Vince Tebay, Cenderawasih University, Indonesia

This chapter aims to explore further how forms of public service innovation are applied in Jayapura City during the pandemic. Several highlights are the chapter's main focus, so the authors divide them into several sections. The first section reviews the implementation of electronic governance (e-governance). Then the second part describes how electronic-based services at the Jayapura City Disdukcapil were before the pandemic. The last section reveals the electronic-based service system during the pandemic. This study is a qualitative study using a research approach based on a literature study. The Jayapura City Population and Civil Registration Service (Disdukcapil) utilizes advances in digital technology by giving birth to various innovations to improve the quality of public service delivery in the field of population administration. The innovations are accessed online without coming to the Dukcapil office.

Chapter 15

Preserving Personal Autonomy: Exploring the Importance of Privacy Rights, Their Impact on
Society, and Threats to Privacy in the Digital Age..... 226

Rebant Juyal, Assam University, India

This chapter explores the importance of the right to privacy, its impact on society, and the threats to privacy rights from technology. The right to privacy is a fundamental human right that protects individuals from unwarranted intrusion into their personal lives. It has a significant impact on society by ensuring that individuals can exercise their rights and freedoms without interference from others. However, with the rise of technology, the right to privacy has come under threat. The use of digital technology has led to an unprecedented level of surveillance and data collection, raising concerns about the potential for abuse of power by governments and private entities. This chapter examines the various ways in which

privacy rights are being eroded and the measures that can be taken to protect these rights. The conclusion highlights the importance of respecting individuals' privacy rights and the need to ensure that they are protected in today's digital age.

Chapter 16

Machine Learning-Based Sentiment Analysis of Mental Health-Related Tweets by Sri Lankan
Twitter Users During the COVID-19 Pandemic 236

S. P. W. S. K. Karunaratna, Sabaragamuwa University of Sri Lanka, Sri Lanka

U. A. Piumi Ishanka, Sabaragamuwa University of Sri Lanka, Sri Lanka

Banujan Kuhaneswaran, Sabaragamuwa University of Sri Lanka, Sri Lanka

The emergence of COVID-19 emanating from Wuhan, China in December 2019 has deeply affected society at every level, impacting areas like public health, social well-being, and local economies globally. The study highlights mental health and its impact on social behavior during pandemics. The authors analyze Sri Lankan individuals' mental health issues through tweets presented using sentiment analysis techniques. A rigorous data preparation process was completed before filtering categorized data into three distinct groups: 'experience', 'information', and 'counseling'. Three different machine learning algorithms were utilized for sentiment analysis, including ANN, LSTM, and SVM. In addition, the Latent Dirichlet Allocation technique was employed to identify topics from tweets during four waves of the COVID-19 outbreak, analyzing people's mental status and identifying conditions present. The findings contribute significantly to the evolving field of psychology during these trying times caused by COVID-19, providing much-needed guidance on implementing relevant support mechanisms.

Chapter 17

Revolutionizing Government Communication: A Framework for Harnessing the Power of Social
Media 257

Suvarna V. Nimbagal, KLE Technological University, India

Ansumalini Panda, KLE Technological University, India

Srushti Kulkarni, KLE Technological University, India

Shrushti Bilebhavi, KLE Technological University, India

G. S. Hiremath, KLE Technological University, India

Governments recognized that an increasing number of citizens are present on social networks rather than government websites. Reviewing the effects that social media have had on government, as well as the role that these new technologies have played and the implications they have for the future, appears pertinent. This is true given that the Indian government predicts that information and communication technologies-enabled services will significantly affect economic growth, inclusion, and quality of life, and that the extensive use of social media for communication ensures awareness and transparency in the government's objectives and strategies for implementing various schemes. Social networking software and social media have evolved into tools for communication, entertainment, and change, and it is reasonable to believe that they will continue to have an impact on our world. This chapter uses applications like Facebook, Twitter, and Instagram to develop a case study-based framework for assessing communication effectiveness on social networks in India.

Chapter 18

Youth Intention Towards Implementing Digital Currency: Role of Social Media and Government..... 276

Ravishankar Krishnan, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

Logasakthi Kandasamy, Universal Business School, Universal AI University, India

Elantheraiyan Perumal, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

M. S. R. Mariyappan, VelTech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

K. Sankar Ganesh, Sharda University, Uzbekistan

Manoj Govindaraj, VelTech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India

Anil B. Malali, Department of Commerce and Management, Acharya Institutes, India

This study investigates the factors influencing youth intention to adopt digital currency and explores the impact of social media and government initiatives on their attitudes and behaviors. The variables perceived ease of use, dissemination of information, responsibility, liability, translucency, and perceived usefulness are used to study the impact of digital adoption. Employing a judgmental study approach, including questionnaire survey and qualitative inputs, this research covered 337 samples and aims to provide comprehensive insights. The findings of this research hold significant implications for policymakers, financial institutions, and social media platforms. By understanding the role of social media and government initiatives, effective strategies can be developed to encourage digital currency adoption among the youth. Addressing potential barriers and leveraging influencers and trusted sources can enhance youth engagement with digital currencies and stimulate economic growth.

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Foreword

In an age defined by unprecedented connectivity and rapid technological advancement, the emergence of social media has ushered in a paradigm shift in the way governments interact with their citizens and the global community. The book you hold in your hands, *Global Perspectives on Social Media Usage Within Governments*, delves into the multifaceted tapestry of this digital transformation, offering a comprehensive exploration of the complex interplay between social media and governance on a global scale.

The 21st century has borne witness to an extraordinary confluence of events that have reshaped the contours of political discourse, public engagement, and diplomatic communication. From the Arab Spring movements that showcased the power of digital mobilization to the real-time diplomacy conducted on platforms like Twitter, Facebook, and Instagram, the landscape of governance is being redrawn. This book stands as a critical lens through which we can examine the intricate dynamics of this new era.

As our world becomes increasingly interconnected, the ways in which governments use social media have evolved beyond mere communication tools. These platforms have become vehicles for shaping public opinion, disseminating policy information, and fostering participatory democracy. The book's contributors, a distinguished array of scholars, practitioners, and analysts, come together to unpack this phenomenon through a series of thought-provoking essays that traverse continents, cultures, and contexts.

The volume opens with a panoramic view of the global landscape, setting the stage for deeper exploration. It emphasizes the diverse ways in which governments have embraced social media, from the integration of digital platforms into traditional governance structures to the creation of innovative digital governance models. The chapters that follow delve into specific case studies, each shedding light on a unique aspect of the complex relationship between social media and governmental functions.

Through richly detailed case studies, we witness the spectrum of possibilities that social media presents for governmental engagement. We delve into the digital town halls that bridge the gap between leaders and citizens, enabling direct participation and fostering a sense of ownership in governance. We explore how governments leverage social media to enhance transparency, providing citizens with a window into decision-making processes. From these examples, it becomes clear that social media has the potential to not only improve the efficiency of governance but also to bolster the legitimacy of government actions.

Yet, the book does not shy away from the challenges that this digital revolution poses. The perils of misinformation, the erosion of privacy, and the potential for manipulation are all examined with a critical eye. As the digital sphere blurs the lines between fact and fiction, the book underscores the importance of media literacy and ethical governance. It warns against the pitfalls of digital echo chambers, where information is curated to fit preconceived notions, and emphasizes the need for robust mechanisms to counter the spread of false information.

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Central to this exploration is the concept of digital diplomacy, a new modality in international relations that reshapes the way nations interact on the global stage. The book elucidates how social media has transformed diplomacy into a real-time, interactive affair, allowing diplomats to communicate directly with citizens and foreign counterparts, transcending traditional diplomatic protocols. This transformation demands a nuanced understanding of cultural sensitivities, linguistic nuances, and the complexities of global communication.

As we navigate this brave new world, ethical considerations loom large. The book delves into the delicate balance governments must strike between security imperatives and the right to privacy and free expression. It highlights the ethical dilemmas surrounding data collection, surveillance, and the potential misuse of personal information. In a time when governments wield vast amounts of digital power, the responsible and ethical use of social media becomes an imperative.

Global Perspectives on Social Media Usage Within Governments is an invaluable compendium that captures the pulse of digital governance in the modern age. Its pages resonate with the voices of scholars who have meticulously dissected the dynamics of social media within the governmental sphere. Their insights, drawn from a rich mosaic of experiences and expertise, offer readers a panoramic view of the opportunities and challenges that lie ahead.

In closing, I commend the contributors for their scholarly rigor and commitment to unearthing the complexities of this ever-evolving landscape. Their collective efforts have yielded a volume that is both timely and timeless, providing a roadmap for navigating the uncharted terrain of digital governance. As we continue to grapple with the implications of social media on governance and society, may this book serve as an enduring source of knowledge, inspiration, and reflection.

Best Wishes,

Jin Yong Park

Konkuk School of Business, Konkuk University, Seoul, South Korea

Preface

In an era characterized by the rapid evolution of digital communication, the book *Global Perspectives on Social Media Usage Within Governments* offers a comprehensive exploration of the intricate interplay between social media platforms and the governing processes of nations worldwide. This volume brings together a diverse range of scholars, practitioners, and experts to illuminate the multifaceted dimensions of how governments across the globe leverage social media to engage with citizens, facilitate diplomatic communication, and shape public opinion.

The subject matter of this book delves into the complex relationship between social media and governance, examining the ways in which digital platforms have transformed the landscape of modern politics, diplomacy, and public administration. The chapters contained within provide an in-depth analysis of various facets of this relationship, offering a panoramic view of the opportunities, challenges, and ethical considerations that arise from the fusion of social media and governmental activities.

Hence, this book addresses the imperative to analyze and assess the concept of *Global Perspectives on Social Media Usage Within Governments* within the context of the digital world. With this objective in mind, the book delves into a variety of information from diverse contexts, aiming to connect the realms of social media, government, and socio-economic development.

This comprehensive book imparts valuable insights by encompassing crucial elements and facets of Social Media Usage within Governments. It sheds light on the current advancements amidst a social media-dominated world, capturing emerging trends and tendencies in both theory and practice. While exploring significant concerns, it evaluates the benefits, advancements, and contributions linked to the effective utilization of Social Media within the realm of government.

In this vein, the book seamlessly integrates theoretical and practical frameworks, merging conceptual viewpoints with real-world examples that include case studies from numerous countries, along with findings from conducted empirical studies. Encompassing a wide array of academic subjects, including Electronic-Based Service Innovation, Social Media's Impact on the Banking Sector, Media Psychology and Human Communication, Global Perspectives on Social Media Usage within Governments, the Dynamics of Social Media and Government Operations, Social Media's Influence on Social Workers, Smart Governance and Policy Formulation, Privacy Threats in the Digital Era, Government's Role in Combating Cyber Harassment and Cybercrime, Social Media's Role in Government Initiatives for Human Resource Development, Social Media's Contribution to Climate Action, Social Media's Role in Business Digital Transformation, Social Media and Digital Financial Literacy, and the Collaboration between Social Media and Government in the Realm of Digital Currency.

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This book is structured into four principal sections, encompassing a total of seventeen chapters. These chapters have been meticulously chosen through a rigorous peer-review process. Furthermore, the book intentionally features diverse global regions, offering readers insights into country-specific instances, examples, and intricacies. A succinct overview of each chapter follows.

Chapter 1, “Global Perspectives on Social Media Usage Within Governments,” points to the current information age being dominated by social media as the primary avenue for engagement. Platforms such as Facebook, Twitter, YouTube, and others have emerged as influential agents capable of catalyzing significant transformations. They have played pivotal roles, spanning from toppling governments to amplifying political movements, facilitating public protests, enabling social demonstrations, and kickstarting social campaigns. Furthermore, these platforms foster communication, dialogue, and awareness in public arenas, swiftly disseminating news and information. Amid the ever-evolving landscape of communication, the interconnected population now revels in unparalleled access to information, expanded prospects for public discourse, and heightened potential for unified action. Social media has become woven into the fabric of global civil society, involving a diverse spectrum of participants, ranging from ordinary citizens and activists to NGOs, telecommunications firms, software providers, and governments.

Chapter 2, “Impact of Social Media on Government Operational Dynamics,” reveals that the sway of social media reaches into the realm of policy formulation, prompting governments to be increasingly attuned to the public’s feelings and requests expressed through these channels. Moreover, social media facilitates cross-border teamwork and diplomacy, enriching endeavors in global governance. To sum up, the impact of social media on the functional aspects of governments is indisputable. While it has nurtured heightened openness, civic involvement, and crisis correspondence, its effects also call for cautious handling to minimize potential pitfalls. Governments must prudently wield the potential of social media to guarantee a constructive and revolutionary impact on their operations, thereby enhancing their service to citizens.

Chapter 3, “Impact of Social Media on Social Workers in the Digital Age,” depicts within their role, social workers face the task of skillfully maneuvering through concerns associated with client confidentiality, establishing boundaries, and upholding their professional ethics in the online realm. The potential hazards tied to misinformation, cyberbullying, and burnout necessitates vigilant consideration and judicious engagement. Notwithstanding these hurdles, the favorable influence of social media on social workers remains undeniable. It has provided them with the means to stay attuned to the latest advancements, trends, and optimal strategies within their field. As social media progresses, it becomes imperative for social workers to prudently and conscientiously embrace these technological tools, leveraging their potential to foster collaboration and propel the advancement of social work practices.

Chapter 4, “Role of Social Media in the Digital Transformation of Business,” presents digital transformation initiative involves leveraging technology and digital methodologies to elevate both business operations and consumer interactions. These undertakings commonly encompass the adoption of novel technologies such as social media platforms, artificial intelligence (AI), and analytics. Furthermore, they encompass the implementation of digital processes including cloud computing, omnichannel commerce, data analytics, and automation. For an organization to remain current in today’s swiftly evolving technological landscape, it’s imperative to seamlessly integrate digital transformation endeavors into its existing systems. Given the integral role that social media now plays in modern life, businesses are progressively utilizing it as a means to engage with their clients and other stakeholders. To tap into the vast potential offered by social media, businesses are incorporating it into their broader digital transformation initiatives.

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Chapter 5, “Social Media Usage in Indian Banking and Financial Institutions,” discloses that Owing to technological advancements, the economy is undergoing a shift from being market-driven to becoming more network-oriented. Social media has emerged as a frontrunner in the prevailing information technology trends within the technology sector. A significant shift in banking and financial operations has been brought about by the surge in innovation, transformation, and digitization within Indian banking and financial entities. The emergence of online banking, mobile apps, mobile banking, and tools like debit and credit cards has revolutionized the way customers engage with banking and financial services. Leveraging the potential of social media and digital marketing, banks are now positioned as practical resources to support customer businesses and attract potential clients. In response to the demands of the post-pandemic era, Indian banks and financial institutions are actively racing to modernize their technological infrastructure and digital offerings to provide customers with swift and efficient services. Through social media, users are presented with appealing avenues for round-the-clock access to information and the utilization of financial services, transcending both time and geographical constraints.

Chapter 6, “The Role of Social Media in Empowering Digital Financial Literacy,” divulges that the impact of social media on enhancing individuals’ financial literacy, comprising a comprehensive review of 60 articles published between 2021 and 2023. The outcomes illuminated that social media exerts a favorable influence on financial literacy by facilitating the distribution of financial education, fostering awareness about financial matters, and facilitating the exchange of personal financial experiences. Additionally, the assessment pinpointed digital financial literacy, entrepreneurial learning, and financial knowledge as key factors influencing financial literacy, while demographic characteristics, patterns of social media usage, risk propensity, and overconfidence emerged as pivotal determinants. Consequently, the research suggests that financial institutions, policymakers, and educators can capitalize on social media to bolster financial literacy and enhance social media proficiency, ultimately heightening financial knowledge among individuals. In summation, the study underscores the potential of social media to democratize financial literacy, rendering financial education and information accessible to individuals from varied backgrounds.

Chapter 7, “Role of Social Media in Greta Thunberg’s Climate and Sustainability Action,” portrays that the specter of climate change continues to cast a looming shadow over humanity, prompting the recognition that it’s an escalating concern requiring consistent measures to combat. Yet, effecting change on a vast scale is no simple feat. Fortunately, the advent of social media has rendered this endeavor feasible. The role assumed by social media has grown exponentially, given the internet’s pivotal role in information acquisition, data aggregation, and social interaction. An exemplary illustration of this is embodied by Greta Thunberg, a 16-year-old Swedish environmental advocate. Using the power of social media, she raised her voice against climate change and ignited the “Fridays for Future” school strike movement in August 2018 outside the Swedish parliament. Employing diverse social media platforms and digital channels, she has orchestrated a concerted global effort to shape a collective narrative and intent among individuals and institutions striving for environmental change.

Chapter 8, “Role of Social Media on Government Initiatives Towards Human Resource Development,” exposes that Social media has ascended as a potent instrument for communication, networking, and the exchange of information. Its widespread popularity and easy accessibility have prompted governments worldwide to embrace it as a means of effectively connecting with the public. This piece of writing delves into the role social media plays in bridging the divide between governmental endeavors in Human Resource Development (HRD) and the general populace. It scrutinizes how social media platforms have revolutionized the manner in which governments disseminate HRD policies, initiatives, and opportuni-

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ties to citizens, fostering heightened engagement, transparency, and inclusiveness. Moreover, this article sheds light on the potential obstacles and ethical considerations associated with employing social media in HRD initiatives. The integration of social media with government HRD endeavors holds substantial potential for enriching resource accessibility, stimulating skill cultivation, and empowering individuals within the contemporary workforce.

Chapter 9, “Usage of Social Media in Education: A Paradigm Shift in the Indian Education Sector,” represents In light of the swift transmission of the coronavirus, educational institutions worldwide are undergoing a profound shift from traditional in-person teaching methods to virtual instruction. The rapid adoption of digital technology signifies a momentous paradigm shift that holds the potential to reshape the landscape of the Indian education system. The COVID-19 situation presents an occasion to explore novel tools and technologies that can render education more pertinent for students unable to physically attend campuses. Through online learning and assessment, an avenue emerges to augment knowledge and efficiency, concurrently fostering the acquisition of fresh skill sets and accelerating professional competencies. Within this chapter, we have examined the educational challenges and prospects stemming from the sudden outbreak of COVID-19. This is followed by a discourse on the imperative need to recalibrate the Indian educational system to effectively respond to these transformative circumstances.

Chapter 10, “Exploring the Significance of Media Psychology in Human Communication During the Era of Digitalization,” demonstrates media psychology operates at the crossroads of multiple disciplines, encompassing individuals’ interactions with media across diverse spheres of their lives, ranging from work and education to entertainment and social involvement. As these interactions continue to transform, media psychologists amalgamate insights into human behavior, cognition, and emotion with a parallel understanding of media technology to address these evolving challenges. In a world increasingly interconnected, media has permeated nearly every facet of existence, underscoring its growing significance as a field of study. Unlike certain branches of media studies, media psychology transcends a focus solely on content; it encompasses the entire intricate system. Comprehending the impacts of technology relies significantly on insights from psychology. By uniting our grasp of human behavior, cognition, and emotion, media psychologists diligently pursue resolutions and approaches to these inquiries.

Chapter 11, “Exploring the Impact of Social Media on the Indian Banking Sector: A Comprehensive Social Media Framework,” explores the significance of adhering to data protection regulations and safeguarding customer privacy takes precedence. Conclusively, the framework furnishes strategic suggestions to Indian banks, aimed at refining their standing on social media. This encompasses the establishment of resilient social media guidelines, fusion with pre-existing customer service avenues, and channeling resources into analytics to extract meaningful insights from user engagements. At its core, this framework supplies invaluable perspectives for Indian banks aspiring to leverage social media’s capabilities. This endeavor not only bolsters competitiveness but also cultivates customer confidence and amplifies overall operational efficacy within the ever-evolving digital sphere.

Chapter 12, “Promoting Online Safety: The Government’s Role in Combating Cyber Harassment and Cybercrime Through Social Media Platforms,” exposes that India is currently undergoing a swift expansion of its presence on social media, with users actively participating across various platforms. However, this surge in engagement does not provide immunity to social media users from encountering the negative aspects of online harassment. Frequently, the terms “online harassment” and “online abuse” are employed interchangeably. As outlined by PEN America, online harassment denotes the consistent or severe targeting of an individual or group through harmful behavior within the digital sphere. Let’s delve into the core elements of this definition. It’s worth noting that a single isolated incident might not

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meet the threshold for harassment. Yet, when such occurrences persist, they can escalate into abusive or harassing behavior. Conversely, even a solitary instance can cause profound distress and fall within the domains of abuse and harassment.

Chapter 13, “Leveraging Social Media Geographic Information for Smart Governance and Policy Making: Opportunities and Challenges,” expresses that the utilization of geographic information from social media is becoming increasingly relevant within governance and policy-making realms. The potential impact of social media geographic information is vast and extends to influencing decision-making, enhancing citizen engagement, optimizing service delivery, facilitating crisis management, fostering innovation, shaping policy development and assessment, and gauging public sentiment. Nonetheless, there are several hurdles to overcome, including issues related to data quality, privacy considerations, information overload, standardization, restricted access, ethical concerns, technical limitations, language barriers, and limited geographical coverage. To effectively tackle these challenges, policymakers need to establish well-defined guidelines, ensure the accuracy of data, address privacy apprehensions, manage information overload, and promote ethical standards. The article also highlights practical applications in various domains such as disaster response, traffic management, urban planning, air quality monitoring, disease outbreak tracking, and flood monitoring. By capitalizing on the potential of social media geographic information while proactively addressing its associated challenges, policymakers can make informed decisions that yield benefits for society as a whole.

Chapter 14, “Electronic-Based Service Innovation: Evidence From the Jayapura City Population and Civil Registration Office, Indonesia,” states that the initial section of this study centers on the adoption of electronic governance (E-Governance). Subsequently, the second segment outlines the state of electronic-based services at the Jayapura City Population and Civil Registration Service (Disdukcapil) prior to the pandemic. The concluding portion unveils the operational framework of electronic-based services during the pandemic. Employing a qualitative approach grounded in a literature review, this study delves into the transformative use of digital technology by the Jayapura City Disdukcapil. Various innovations have been introduced to enhance the quality of public service provision in the domain of population administration. These innovations, accessible online without necessitating a visit to the Dukcapil office, were initiated in 2016 and have continued to be operational during the pandemic.

Chapter 15, “Preserving Personal Autonomy: Exploring Importance of Privacy Right, Its Impact on Society, and Threats to Privacy in Digital Age,” explains the significance of the right to privacy, its societal ramifications, and the challenges it faces due to technological advancements. The right to privacy stands as a foundational human right, safeguarding individuals against undue intrusion into their personal domains. Its impact on society is profound, preserving individuals’ ability to exercise their rights and liberties devoid of external interference. Nevertheless, the proliferation of technology has posed a formidable threat to the right to privacy. The surge in digital technology adoption has given rise to an unprecedented level of surveillance and data gathering, triggering concerns regarding potential abuses of authority by both governmental bodies and private entities. This article scrutinizes the diverse avenues through which privacy rights are undergoing erosion and proposes strategies to shield these rights. The article’s culmination underscores the imperative of upholding individuals’ privacy rights and underscores the urgency of safeguarding them within the contemporary digital landscape.

Chapter 16, “Machine Learning-Based Sentiment Analysis of Mental Health-Related Tweets by Sri Lankan Twitter Users During the COVID-19 Pandemic,” explicates that the advent of COVID-19, originating in Wuhan, China, in December 2019, has profoundly impacted society on a global scale. It has brought about extensive repercussions, affecting facets such as public health, societal well-being, and

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local economies. Our study specifically sheds light on the sphere of mental health and its correlation with social behavior during pandemics. We undertake an examination of the mental health concerns among individuals in Sri Lanka by analyzing their tweets through sentiment analysis methodologies. To ensure robustness, a meticulous process of data preparation was executed, followed by the categorization of data into three distinct groups: ‘experience,’ ‘information,’ and ‘counseling.’ We then employed three distinct machine learning algorithms – ANN, LSTM, and SVM – for the purpose of sentiment analysis. In addition to this, the Latent Dirichlet Allocation technique was harnessed to unveil prevailing topics from tweets during the four waves of the COVID-19 outbreak. This enabled us to scrutinize the mental state of people and identify prevalent conditions.

Chapter 17, “Revolutionizing Government Communication: A Framework for Harnessing the Power of Social Media,” addresses that governments have recognized the prevailing trend wherein an increasing number of citizens are engaging on social networks as opposed to government websites. It becomes relevant, therefore, to delve into the impact of social media on government operations, the role these emerging technologies have played, and the implications they carry for the future. This significance is accentuated by the Indian government’s projection that services empowered by Information and Communication Technologies will notably influence economic growth, inclusivity, and quality of life. Additionally, the extensive utilization of social media for communication serves to bolster awareness and transparency in the government’s pursuits, strategies, and implementation of various initiatives.

Chapter 18, “Youth Intention Towards Implementing Digital Currency: Role of Social Media and Government,” demonstrates the determinants that influence the inclination of young individuals to adopt digital currency. It also delves into the effects of social media and governmental endeavors on shaping their attitudes and behaviors towards this subject. The research examines variables such as Perceived Ease of Use, Dissemination of Information, Responsibility, Liability, Translucency, and Perceived Usefulness to gauge the impact of digital adoption. Employing a methodological approach based on judgmental sampling, which encompasses a questionnaire survey and qualitative inputs, this study encompasses a sample of 337 participants. The objective is to furnish comprehensive insights into the matter at hand. The research outcomes bear substantial relevance for policymakers, financial institutions, and social media platforms. By unraveling the roles played by social media and government initiatives, the groundwork can be laid for the formulation of effective strategies to foster the adoption of digital currency among young individuals. Addressing potential barriers and harnessing the influence of thought leaders and trusted sources can amplify youth engagement with digital currencies, thereby stimulating economic growth.

Relevance of the Book

Global Perspectives on Social Media Usage Within Governments is a comprehensive and insightful exploration of the intricate relationship between social media platforms and the machinery of governance across the globe. This meticulously curated collection of essays brings together leading scholars, practitioners, and experts to dissect the multifaceted ways in which governments utilize social media to communicate, engage with citizens, and navigate the complexities of modern politics and diplomacy.

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The book is divided into distinct sections, each offering a deep dive into various aspects of the topic. It begins by providing a panoramic view of the digital governance landscape, showcasing the diversity of approaches governments adopt to harness the power of social media for effective governance. Moving forward, the book delves into how governments leverage social media to enhance citizen engagement, foster transparency, and bridge the gap between leaders and citizens. It further examines the transformation of diplomacy in the digital age, emphasizing how governments use social media for real-time international communication and public diplomacy. The book also takes a critical look at the challenges that arise, such as the spread of misinformation, ethical considerations, and the potential for abuse of power within the digital realm.

The Relevance in Today's World

In an era defined by technological interconnectivity, *Global Perspectives on Social Media Usage Within Governments* offers a timely and relevant exploration of a subject that has profound implications for the present and the future. As societies worldwide grapple with the implications of digitalization, the topic of social media's role within governments is more pertinent than ever.

Social media platforms have become central to public discourse, serving as conduits for information dissemination, citizen participation, and political mobilization. Governments are navigating uncharted territory as they harness these platforms to connect with citizens, solicit feedback, and communicate policy decisions. The book's analysis of various strategies employed by governments to engage their citizens offers invaluable insights for policymakers seeking to create transparent and inclusive governance structures.

The global political landscape is also undergoing a seismic shift due to the rise of digital diplomacy. Governments are increasingly turning to social media as a tool to shape international narratives, communicate directly with foreign populations, and engage in real-time diplomacy. This transformation in diplomatic communication underscores the urgency of understanding the nuances, cultural sensitivities, and ethical implications associated with digital engagement on the global stage.

Furthermore, the book's examination of challenges such as misinformation and data privacy is particularly pertinent in an era where the boundaries between truth and falsehood are increasingly blurred. As governments and societies grapple with the consequences of disinformation campaigns and data breaches, the ethical considerations outlined in the book become indispensable guidelines for responsible governance in the digital age.

Global Perspectives on Social Media Usage Within Governments is a thought-provoking compilation that offers a panoramic view of a rapidly evolving landscape. By shedding light on the opportunities, challenges, and ethical dilemmas posed by the intersection of social media and governance, the book equips readers with the knowledge needed to navigate the complexities of the digital era. As societies worldwide continue to grapple with the implications of digital transformation, this volume serves as a guiding compass for scholars, policymakers, practitioners, and engaged citizens seeking to understand and shape the future of governance in an interconnected world.

Preface

Target Audience

Global Perspectives on Social Media Usage Within Governments is a comprehensive and insightful book that appeals to a diverse range of individuals, professionals, and institutions. The book's rich exploration of the complex interplay between social media and governance offers valuable insights for various segments of the academic, policy, and practitioner communities. The following groups are among the primary target audience for this thought-provoking volume:

Academics and Researchers: Scholars and researchers in the fields of political science, international relations, communication studies, digital media, public administration, and technology studies will find this book to be an invaluable resource. The book's comprehensive coverage of the topic provides a wealth of case studies, analyses, and theoretical frameworks that contribute to a deeper understanding of the evolving landscape of governance in the digital age. Academics will benefit from the multidisciplinary perspectives presented, which can inform further research and scholarship.

Policymakers and Government Officials: Government officials, policymakers, and public administrators seeking to navigate the complexities of incorporating social media into governance strategies will find practical insights within this book. The case studies and real-world examples offer actionable ideas for enhancing citizen engagement, transparency, and diplomacy through digital platforms. The book's examination of challenges and ethical considerations also equips policymakers with the knowledge needed to make informed decisions about social media usage within government frameworks.

Practitioners in Communication and Diplomacy: Professionals working in the fields of communication, public relations, and diplomacy will benefit from the book's in-depth analysis of how social media has transformed communication strategies in the digital age. The insights into digital diplomacy, crisis management, and international relations offer practical guidance for practitioners seeking to effectively engage with diverse audiences and navigate the nuances of digital communication channels.

Students and Educators: Educators teaching courses related to political science, communication studies, international relations, and public administration can integrate this book into their curricula. The comprehensive exploration of the subject matter, coupled with case studies from around the world, provides students with a well-rounded understanding of the role of social media in governance. The book can serve as a foundational resource for classroom discussions, research projects, and assignments.

Media and Journalism Professionals: Journalists, media professionals, and media literacy advocates will find the book's analysis of misinformation, fake news, and ethical considerations within the digital sphere particularly relevant. The insights into the challenges and pitfalls of social media usage within governments provide valuable context for media practitioners reporting on political developments and diplomatic affairs in the digital age.

Civil Society Organizations and Activists: Individuals and organizations engaged in civil society, activism, and advocacy can gain insights into how governments leverage social media to communicate with citizens and respond to public concerns. The book's exploration of citizen engagement, transparency, and accountability offers perspectives that can inform their efforts to promote democratic participation and influence policy decisions.

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In essence, *Global Perspectives on Social Media Usage Within Governments* addresses a diverse and global audience that seeks to understand, navigate, and harness the transformative power of social media within the realm of governance. With its balanced insights, multidisciplinary perspectives, and real-world case studies, the book serves as a bridge between theory and practice, offering actionable insights for individuals and institutions engaged in shaping the future of governance in an increasingly digital world.

Impact on the Field and Subject Matter

The book *Global Perspectives on Social Media Usage Within Governments* significantly impacts the field of political science, communication studies, and governance by offering a nuanced and comprehensive exploration of the intricate relationship between social media and governmental processes. Its contributions are far-reaching and extend to various dimensions of research, policy formulation, and practice within this rapidly evolving landscape:

Advancing Scholarly Understanding: The book enriches the scholarly discourse by presenting a diverse array of perspectives, case studies, and analyses that deepen our understanding of the evolving relationship between social media and governance. By examining real-world examples from around the globe, the book provides scholars with a wealth of material to study and analyze, contributing to the development of new theories and frameworks.

Bridging Theory and Practice: The book's practical insights bridge the gap between theoretical discussions and real-world application. It equips policymakers, practitioners, and government officials with actionable ideas to enhance citizen engagement, transparency, and diplomatic communication through social media platforms. This bridge between theory and practice enhances the relevance and applicability of academic research.

Informing Policy and Governance: By dissecting the strategies governments use to leverage social media, the book informs policy decisions related to digital communication, citizen engagement, and diplomacy. Policymakers can draw upon the insights provided to craft more effective and ethical strategies for using social media as a governance tool, thereby improving the quality of governance in the digital age.

Navigating Ethical Challenges: The book provides an in-depth exploration of the ethical considerations inherent to social media usage within governments. It raises awareness about the challenges of misinformation, privacy breaches, and the potential manipulation of public sentiment. This awareness empowers policymakers, researchers, and practitioners to develop ethical guidelines and frameworks that mitigate the negative consequences of digital governance.

Shaping the Future of Diplomacy: The book's insights into digital diplomacy illuminate how governments engage in international communication and relations through social media. It contributes to the field of diplomacy by exploring the opportunities and challenges posed by this new modality of statecraft, ultimately shaping the way nations communicate on the global stage.

Fostering Cross-Disciplinary Collaboration: The multidisciplinary nature of the book encourages collaboration among various academic disciplines and professional fields. Scholars from political science, communication, technology, public administration, and international relations can draw inspiration from the diverse perspectives presented, leading to cross-disciplinary research and innovation.

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Enhancing Media Literacy and Awareness: The book's analysis of misinformation and fake news within the digital space raises awareness about the importance of media literacy. It equips readers with the tools to critically evaluate information, fostering a more informed and discerning citizenry capable of navigating the complexities of the digital information landscape.

In summary, *Global Perspectives on Social Media Usage Within Governments* has a transformative impact on the field and subject matter by advancing academic understanding, informing policy and practice, navigating ethical challenges, and shaping the future trajectory of governance, diplomacy, and communication. By offering a comprehensive and multidimensional exploration, the book becomes a guiding compass for scholars, policymakers, practitioners, and engaged citizens seeking to navigate the evolving landscape of governance in the digital age.

Chandan Chavadi

Presidency Business School, Presidency College, Bengaluru, India

Dhanabalan Thangam

Presidency Business School, Presidency College, Bengaluru, India

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We writing to express my sincere gratitude for providing me with the opportunity to publish book project titled *Global Perspectives on Social Media Usage Within Governments* in IGI Global Publishing house, which is set to be released under your esteemed publishing house. It is an honor to collaborate with IGI Global and to contribute to the scholarly discourse within my field.

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We truly excited about the prospect of sharing this book with the academic community and contributing to the ongoing advancement of knowledge in digital age. The platform provided by IGI Global will undoubtedly allow for a broader reach and impact of my research findings.

Once again, we wish to express our deepest gratitude for the opportunity to publish with IGI Global. We look forward to our continued collaboration and to being a part of your reputable publishing network.

Thank you for your trust in our work and for your commitment to advancing scholarly research.


Sincerely,

The editors of this book.

Chapter 7

Role of Social Media in Greta Thunberg's Climate and Sustainability Action

Satheesh Pandian Murugan

 <https://orcid.org/0009-0002-4301-9521>
Arumugam Pillai Seethai Ammal College, India

Ramakrishna Narasimhaiah

*Department of Economics, Jain University
(Deemed), Bengaluru, India*


Rani J. Devika

*Department of Economics, Mannar Thirumalai
Naicker College, India*

H. L. Babu

Srinidhi College of Education, Bengaluru, India

Vimala Govindaraju

 <https://orcid.org/0000-0001-8799-4770>
University Malaysia Sarawak, Malaysia

Ravindran Kandasamy

*Presidency Business School, Presidency College,
India*

Shouvik Sanyal

Department of Marketing and Entrepreneurship, Dhofar University, Oman

ABSTRACT

Climate change remains a threatening issue to humanity, and lots of people still think of climate change as a growing issue that needs regular measures to curtail it. However, it is not such an easy task to influence a huge mass, but now it has become possible by social media. Because the role played by social media is enormously huge nowadays and many are relying on the internet to gain knowledge, gather data, and socialize. A 16 year old Swedish environmental activist Greta Thunberg has used social media to raise her voice against climate change and started her first school strike, Fridays For Future, against this in August 2018 at the Swedish parliament. In propagating this narrative, she uses various social media and digital platforms to attract people and institutions in developing a climate activist movement with a united voice and intention. This chapter reveals Greta's social media activity, how Greta uses the affordances of social media to frame the climate crisis and to build a worldwide action-based conversation.

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INTRODUCTION

Social Media, is comparatively a powerful slogan in our recent society. The phenomenon of social media has begun its operations in the new millennium, when the first social media network called Myspace has attracted a large number of users and enables them to create a bespoke wall, thus facilitating their friends to visit the digital wall. It was also the platform to share the things that the users have in their minds. After the success of the Myspace network, many other similar social media networks such as Facebook, LinkedIn, Twitter, YouTube, and Google+ have come to the scene and are popular today. Social media has helped a lot of different users to communicate their idea and information across the globe within a short period and make the people up-to-date about the happenings. Though the usage of social media is wide-ranging, its common goal is the same. The ultimate objective of each social media is to reach the information to the users (Ortiz-Ospina, 2019). Thus the role of social media is a tremendous one and it supports all sorts of user segments such as individuals and businesses. Even there are political leaders and activists have been using this social media to propagate their intention and ideology toward the betterment of the society, environment, economy, and country (Bria, 2013). Greta Thunberg is one among those who use this social media to propagate her climate actions and to reach millions of people throughout the world, as it is more effective and powerful. Greta Thunberg is a 19-year Swedish girl who initiated the largest movement called "Fridays for Future". It is one of the most prevalent social movements in history, as it was initiated by a quite small girl in front of the Swedish Parliament in August 2018. Further a single child potholed in opposition to the adults, a child against the global political system (Jung, Petkanic, Nan, & Kim, 2020). The same has been tweeted immediately and reached hurriedly and this phenomenon received global attention. Thus one single girl in Sweden shortly became six million remonstrate children throughout the world. All these possibilities are because of social media. Thus, social media have played a major part in Greta Thunberg's climate movements and made her a Global icon single-handedly. However, Greta Thunberg's efforts cannot be removed from the social media atmosphere in which it placed (Prakoso, Timorria, & Murtyantoro, 2021). Regarding the same Thomas Olesen explained that it is difficult to envisage the iconization relating this way and to this degree with no social media. He also revealed that the smattering of social media features influences the course of the iconization progression. They also diminish the communication cost, highlight visual depiction, maintain intimacy between icon and spectators, consist of a fresh and younger audience, and disseminate communication throughout different media platforms. Through this, Greta Thunberg was capable to attain young minds and direct them towards her climate actions and therefore she could achieve the status that she is today, bearing in mind her feeble starting point and absence of resources, being a girl child and haulage a load of psychological challenges (Olesen, 2022). As a result, Greta Thunberg, the name has familiarised in all households as she initiated omitting school to begin actions against climate change in August 2018, as she was motivated by the Parkland school students in the USA, they started nationwide school strikes to remonstrations against the inaction of government on gun violence (Beckett, 2019). She demands political leaders of all the country to follow the conditions of the Paris agreement and, if she has to contain any other demands, these would be to announce a global climate crisis (Vice, 2019). Hence, she initiated the Fridays for Future movement and thereby skipped school and sit in front of the Swedish parliament with a slogan board "skol strejk för klimatet" ("school strike for climate" in Swedish). Though this movement started by her alone, very soon she became familiar with her remarkable actions and stimulated the School Strike meant for the Climate movement (Alter, Haynes, & Worland, 2019).

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In connection with this movement, Greta has been posting a photo on Twitter and Instagram each Friday, with a heading that explains which week of school wallop. It hence looks like a hybrid method of both online and offline platforms to create awareness about climate change with the help of a mixed media system. This phrase reveals that various forms of media not only co-exist but form a structure that progresses through common actions amongst newer and older media logic (Chadwick, Dennis, & Smith, 2016). It is a common ideology that a single medium cannot propagate all the information successfully, but all the information can be propagated successfully by the manifold media collaboration and concurrently being in stable power combat. Chadwick and colleagues (2016) mentioned in their research work that, campaign information considered online can be categorized as a hybrid, at first its life starts offline either through television or in the print media, which after that goes on to digital media through promotional campaigns. This same kind of hybrid also happened in Thunberg's case as her awareness campaign information took place with her offline strike; it then passed through online since the media exposure on it, as well as national conversation, and soon after as a sort of movement promotion to obtain others to join in her climate change movement. As a result, the phrase hybrid media structure is helpful in this background as it cannot converse simply like old or new media; all sorts of media have supported Greta Thunberg's reputation and as a result, her Fridays for Future movement has stretched throughout the world (Hakala, 2021). With this backdrop present paper has proposed to address three questions:

Question 1: What made Greta Thunberg present on social media?

Question 2: what type of media platform she has used to motivate and mobilize people to join the strike?

Question 3: How the social media support Greta Thunberg's strike and climate movement?

These questions have been answered in the following sections by reviewing the existing published articles and materials. Where section one explains Greta Thunberg's Social Media Presence and activism, section two speaks about Greta's media Transition from social media to a hybrid media platform, the Role of social media in Greta's Global Climate change movement presented in section three, section four depicts Greta's Digital media and climate striking Interconnection through Social Media and final part of the paper concludes in section five.

Greta Thunberg's Social Media Presence and Activism

Greta has very clear about her goal and taking numerous steps to reach it. She has chosen social media as the right platform to share her information and message. Greta has posted her first strike photo on Twitter and Instagram; however, the other social media accounts have taken up her quickly as a cause. Well-profile young social activists have augmented her climate strike photo on Instagram, as a result on the second day, the number has increased from one to many, due to social media. Thus social media supports her a lot to Greta, and now she is having more than 14.5 million followers. Further, Greta's social media account fascinated more local news reporters, as Greta's stories attracted more international coverage in the short span of a week. Further, a Swedish-based social media company called We Don't Have Time (WDHT) observed the activities of Greta, as this company also focuses more on climate change-related activities. The founder of this company Ingmar Rentzhog joined hands with Greta in her climate change movement. Regarding this, he told that Greta's school strike has started to attract the attention of the public, only after the company has posted Greta's photo on his Twitter, Facebook, and Instagram accounts. There was a video also prepared in English and the same has posted on the

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WDHT's YouTube channel, thereby they have attracted millions of followers and popularised her climate action-related messages. As a result, Greta's climate action has become popular all over Europe, to her demonstrations including several rich-profile public speeches, and thereby she has been mobilizing a huge number of supporters on social media platforms (Bergmann, & Ossewaarde, 2020). Later 2018 October she formed her so-called movement "Fridays for Future," thereby every Friday has been used for a school strike. Through this movement, she has inspired millions of school students throughout the world and made them take part in school strikes. Thus more than 25,000 students have conducted strikes in more than 275 cities (Boulianne, Lalancette, & Ilkiw, 2020).

Greta also has used social media to raise her voice not only for the climate but also for various issues happening around the world. She has also talked a lot about the National Eligibility cum Entrance Test for Undergraduate courses and Joint Entrance Examinations arranged in the year 2020, September in India. She revealed that these entrance exams are unfair for students to materialize for exams amid the global pandemic. In an interview, Greta said to the reporters that all these protests have been possible because of social media. Further, she knows the power of the messages and their importance for all sorts of communication. Because, when a message is utilized successfully, someone comes to occupy their message in the act of propagating. It is like, how a politician's message is an essential part of politics (Thunberg, 2020). Moreover, a piece of information or a message is a result of promotion and it can be perceived as somewhat related to the brand. In the same manner, all the politicians will be using online messages and offline messages. While a big shot is on the message, they will disseminate some notion, with certain genuineness that will help to appeal to the audience targeted. Thus a message supplies a reliable, increasing, and substantial image among the audience when it propagates by someone famous in the area. Further, messages utilize some styles strategically to generate an image in a significant way. This image not essentially is visual, as it is a conceptual representation of distinctiveness. Good speaker creates an image about themselves through their communication and the suitability of the times (Olesen, 2022). Even though Greta Thunberg's climate change message and her image turned around in the society, still Greta requires the politicians' support at this juncture to achieve some more. As she is in her young age, it is being an obstacle to her efforts and she has to overcome it. Since she is eighteen; it does not influence the people seriously to listen to her message and support her movement. 60 years old top gear presenter Jeremy Clarkson mentioned in his interview that Greta Thunberg is a "moron" and wants to say herself a "good girl, shut up and allow them to acquire on with it. You won't stay out past 10. And you won't go out in a sarong that small" (Radford, 2019). Moreover, the actuality that he calls Thunberg a moron and reprimands her to stay away from this movement, as he is focusing on her age of hers, by performing like he is fining Thunberg like a father would his daughter. In the same way, Donald Trump, former president of the USA has also criticized Thunberg's "Fridays for Future" movement, and he also has mentioned in his Tweeted that "Greta is so ludicrous. She has to learn how to manage anger, as she is having an anger management problem, further she should also need to watch the good fashioned film with her friend! Cool Greta, cool!" Greta has then responded to Trump's tweet by altering her Twitter bio that 'A teenage girl is good in anger management, and watching an old fashioned with her friend with cool mindset.' Thus Greta has changed her Twitter bio in response to Trump's messages about her, and this is not the first time she is changing her Twitter bio. Thunberg has given a talk at United Nations in the year 2019, about the climate change reasons and steps that need to take by the nations. Followed by her talk, Trump has written ironically that "Thunberg looks like a cheerful young girl gazing ahead a magnificent and vivid future. It is good to see her on this platform!", as Greta had conveyed annoyance and bitterness towards the world leaders who have congregated to listen to her address. However, Greta

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had altered her Twitter bio this time stating that “a cheerful young girl gazing ahead to a magnificent and vivid future (Juliette Berndsen, 2020). While Greta tweets, she also had been using a green image as part of her message. Regarding the same, there was a question asked by Democracy Now, towards Thunberg, “of course, your image spins around climate change; you will become a charlatan if you are not following your suggestion. Thunberg has answered this question stated that “not only my image but I am also green because I am eating vegetarian foods, I have avoided flights to travel and I am a shop stop. A shop stop means not buying anything unnecessarily unless there is a necessity (Democracy Now, 2019). This shop stop concept reveals that it is a no-buy defied by influencers, they may have diverse rules for each one but the ideology remains the same. Thus no one should buy anything unless there is a need. However in many cases, people have some exceptions for reinstating existing goods they need when they run out or not working anymore, but in addition, one is not permitted to purchase something. Further, Greta and her entire family follow a vegetarian food style. Thereby they are ensuring ecological benefits by not consuming animal protein and milk, and the same has been proved by several research works (Carrington, 2018; Harrabin, 2019).

Further Greta has determined not to use the flights for the travel, and it would be the benefit for saving the environment from various pollution, and she also has been using the electric vehicles, cars, trains, and sometimes boats. Though Greta has been using the boats for various travel purposes, her first choice to travel to various areas is by train. Thus Greta is walking as per her talk, and people from different parts of the world eulogize her climate actions or efforts, however, she is not free from the criticism, as still many censures her for her actions. Greta has posted her train travel photo a day, where she was sitting on the floor of the train. It happened when Greta traveled to her hometown after attending the Climate conference held at the UN in 2019 (Bergmann & Ossewaarde, 2020). For the same, a Germanian train company called “Deutsche Bahn” offered a first-class seating facility; however, she has been traveled on the floor of the train. The company tweeted the same that, though we had given a first class travel facility to Greta, she simply traveled on the floor for making herself as fame (Connolly, 2019). Once she sees this tweet, responds immediately that she was sitting on the floor of the train for four hours after spending two hours on the seat. Further, she said that I didn't consider this issue as a problem of course and I never said it was. Overfull train travels are revealed that the demand for train travel is increasing day by day and it also seems like a good sign. On the other side, Greta has been traveling to various parts of the world to disseminate the impact of climate change and the actions that need to take. However, she has been using her mother tongue Swedish to communicate the information, but it won't be much effective. Further, all her tweets were in Swedish in the initial stage. She had received some suggestions to change her communication language to make her efforts to be more effective. After such suggestions, she started to use English to tweet and respond to other tweets, thus she has made her efforts more effective and easy to understand. Meantime she has also been using the Swedish language, whenever she is responding to Swedish tweets. As Greta has gotten more media attention from all parts of the world, she has changed her communication language from Swedish to English, to expand public coverage, and to make it more sense (Boulianne, Lalancette, & Ilkiw, 2020).

Greta's Media Transition From Social Media to Hybrid Media Platform

Greta Thunberg could inspire the entire world and make them involved in the Fridays for Future movement. As per the statistics available on of Fridays for Future website, more than 14,000,000 people have participated in this movement from 7500 cities across 140 countries. All this was not possible by a

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single person or a single group; however, the entire world has participated collectively in this Friday for Future movement (fridaysforfuture.org, 2022). So many teams are working for this movement to make sure those activists gather in their country in various cities, or any one particular city; however these teams are working jointly and communicating with each other team to share the ideas, tips, and data. In a manner, this movement has become a hybrid mobilization, and such kinds of movements will not be functioning without the Internet and communication technology, as these technologies set up multifaceted communications between the offline and online atmosphere (Chadwick, 2007). Further, this type of movement will also not work properly without a multifaceted spatial and sequential relationship of political life and it has been established by digital communication (Chadwick & Dennis, 2017). Thus, the Fridays for Future movement become a strong one as it has moved from online to offline in a flourishing manner. As a result, this movement becomes a successful one as it is being a slacktivism type; it means good activism will not have a political or societal brunt however as a substitute it will generate a delusion of having a significant brunt on the globe not demanding something more than unification in a Facebook cluster (Gerbaudo, 2012).

However, this movement cannot be considered slacktivism, as it is letting it expand worldwide. Because this movement made climate change an important issue in global politics and it also influence the school-going teens to enter this movement throughout the world. As social media played a major role in this movement to communicate movement-related information, its effectiveness seems to be an extraordinary one. A German climate activist Luisa Neubauer mentioned that Greta and her friends initially shared the strike information through a Whatsapp group, where they have been texting each other to share their ideas, and information, thereby they have prepared the ways and means of the first strike (Ted.com, 2019). After some time the climate activists have started to use some other social media platforms in addition to WhatsApp, of which Facebook played a major role in organizing more participants through different Facebook groups throughout the world, very specifically some towns have formed their groups for the same. There is one Facebook group called “#ClimateStrike” is having more than 30,000 followers, and it has been administered by Greta Thunberg. Where they have shared the posts related to climate change, share the ideas about climate change control, strike plans from members, and the clips of the strikes. The countries which are having Fridays for Future facebook group also used one more social media platform called Instagram to share strike-related information. Where the strike photos and participants' details have been shared, and the forthcoming strike information such as place, time, and other pertinent details have been shared. Furthermore, this Friday for Future movement's Instagram account has more than 5, 00,000 followers all over the world. Thus various social media played a major role to organize and expand this movement, and this phenomenon can be considered an assembly of choreography. Because this movement is a process of developing common space through various symbolic actions and it has been revolving around a psychological setting and make the participants be assembled physically (Boulianne, Lalancette, & Ilkiw, 2020). Further, this physical assembly can be divided into two segments. The first segment is developed through common characteristics into a widespread prejudice with the competence to function as a combined subject with control over their accomplishments. All these accomplishments are possible by disseminating the information along with psychological investment on the group members' side (Gerbaudo, 2012). The same situation has also been explained by Luisa Neubauer in Greta's case, Greta used to arrange weekly meetings to discuss how the Fridays for Future should be in Germany. In the meeting Greta mentioned that “we need people those who are ready to mingle, get to know each other and willing to work together, hence the like meeting has been arranging in every week”. Further, she used a mobile phone to communicate with the group organizers

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and members, however, the members have understood quickly that people need to have a personal bond towards the strikes, if not the self-commitment won't happen (Videovoice.com, 2019). Gerbaudo (2012) explained substance precipitation in the second segment, through a radio example. When there was a problem between Algerians and French colonizers, this Radio has been used as a community symbol for the Algerians; thereby it has attracted more people in public places to raise voices against the French colonizers. In the same way, Greta's Fridays for Future movement has been using internet technology as a tool for attracting people to raise their voices against climate change. However, Greta realized that using internet technology and mobile phones will not be enough to organize people for this movement, hence planned to organize the weekly meetings under this movement. Thus, Greta has used social media as a complementary to various forms of face-to-face meetings and not as an alternative for them (Gerbaudo (2012). As a result, people who have engaged themselves in this movement were inspired by Greta for her worldwide movement. Further people have expressed their emotions, as they have been seeing Greta as the first personality who unfastened this discussion and encouraged other youth activists. A Belgium climate activist Anuna de Wever told that "No one talked about before Greta started this" (Maeve Campbell, 2020). Anuna de Wever also told a lot about Greta and her meeting "this movement is amazing and Greta is my motivation to initiate this, and with the Global support, we jointly have made this insurrection, as Greta is being a vehicle of this movement". Even though such positive things have been made by Greta, it not essentially perceived as a leader. Greta by herself called a "messenger" not a leader. Further, Greta has never expected that her Fridays for Future movement will go viral. All such things reveal the fact that Greta is not willing to be a leader in the first situation, however, her efforts and the message that she is using in the movement will make the people participate spontaneously with innovative participation the movements. Even though social media have not been the reason for the leaderlessness, to certain extent assists in the rise of multifaceted leadership which makes use of the collective and cooperative character of the novel communication technologies. Greta has initiated strikes through conversation, it has expanded to various countries through social media platforms and it is also supported by climate activists of various countries in the world (Gerbaudo, 2012).

ROLE OF SOCIAL MEDIA IN GRETA'S GLOBAL CLIMATE CHANGE MOVEMENT

Social media have contributed a lot to Greta's Fridays for Future movement. The contribution of Twitter in this movement is extraordinary, as it has extended much coverage support to Greta's Swedish parliament strike. Around 18,00,00 tweets have been generated by 6,00,000 members of this movement within 14 months from August 2018 to October 2019, about Greta and her Movement around 14.5 million followers have been following Greta on Twitter as of 27th, May 2022, and 849 uploads have been done. On Facebook 20million followers have been following this movement, as far as Instagram is concerned, the Fridays for Future movement is having 4, 81, 733 followers, and posted 528 photos as of 30th, May 2022 (fridaysforfuture.org, 2022). In the same manner on the Fridays for Future YouTube channel, 21,500 subscribers are engaged, and around 280 videos have been uploaded about climate change, and movement-related (thesocialflame.com, 2022). Thus, if a single message or video has been uploaded by Greta; it will be reached throughout the world in a matter of a few minutes. As a result, Greta's strike-related information once posted will go viral and become a trend worldwide, ultimately it can be seen and understood by so many people in the world, about Greta's actions. The same has been mentioned and tweeted by Barrack Obama in 2019, "Just 16, @GretaThunberg is already one of our planet's greatest

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advocates. Recognizing that her generation will bear the brunt of climate change, she's unafraid to push for real action. She embodies our vision at the @ObamaFoundation: A future shaped by young leaders like her. - Barack Obama (@BarackObama) September 17, 2019" against this tweet, Barack Obama received 54,763 re-tweets and 452,726 likes (The Indian Express, 2022). Thus, the propaganda of this movement has been utilized by Greta as a tool of communal activism. Further, Greta has started to use various social media to attract people and organize a mega strike throughout the world. Thus, people around the world could understand and recognize the seriousness of climate change, and the action needs to take to curtail this issue gravely. The same also has been discussed earlier by Postmes and Brunsting that social media activism has the power to attract the public and promotes collective action among them (Jung, Petkanic, Nan, and Kim, 2020.) As a result, more people have been joining every day in her movement; thereby it is increasing the possibility of taking the climate change-related concerns to the knowledge of the politicians, governments, and the global leaders. Further, the people's mass participation in this movement could attract the attention of the politicians and have a look at it. The number of strikes conducted this Friday for the Future and the stability of the strikes can be considered as one of the yardsticks to measure the success of the movement. It can also understand that, if the people are conducting the climate strike continuously and discussing the seriousness of climate change, it means the real purpose of the movement has been served. All these things can be possible only through social media. Thus social media are having the power to transform the society's existing social and political structure and ensure a new system that can be removing the problem associated with the society. However, such kind of social change through social media is comparatively new.

GRETA'S DIGITAL MEDIA AND CLIMATE STRIKING INTERCONNECTION THROUGH SOCIAL MEDIA

Greta has organized the climate change movement on various social media, particularly Twitter. Though Greta has posted many posts on various social media platforms, however the first Twitter post was anticipated to inform and attract the common public to join her movement on December 14, 2018. As it was expected, the first post has received a huge response, all this success is because of the post shared among the public, and as a result, many people have the same opinion of Greta and have a similar idea to save the Globe from climate change. There was a conference conducted at the United Nations to discuss the seriousness of the Climate Change in 2018, where several school students also participated by skipping their school, and thereby they supported Greta. However, the conference committee members have mentioned that "it is very difficult to understand the climate change at the age of 12, even it is impossible to know about the entire overhaul of the worldwide energy system. But in the conference, the students have sung a song that reflects their hope that they could prevent climate change and its impacts on their better future. All this thing has happened because, Greta has asked the students worldwide, to raise their voices against climate change and global warming (Prakoso, Timorria, and Murtyantoro, 2021). The rationale behind this is very obvious and simple youngsters will reinstate adults eventually in the future. If the youngsters do not participate in such movements, the place where they are living now will be smashed and too perilous for their lives and health. Hence, Greta has targeted global youths and appealed to them to discuss the jeopardy of global warming and climate change to the global. Thus it seems that Greta has followed the theory of Jonathan Steven's Collaborative Internet Utilities, with the help of internet technology and social media, posted apprehensions, ideas, and views, by anticipating reaching the same

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to everyone, and thus making them join in the Fridays for Future Movement. As Greta expected the posts have gone viral and gained the interest of the public, especially the youngsters who have joined more than the elders. As a result, Greta has realized the biggest outreach of posts among the youngsters, as the majority of the youngsters have been involved in various social media and dominating the same. As Greta's intention, global youths are started to concentrate on the climate issues and started the Fridays for Future movement, to spot their steps to skip the class and arrange a strike every Friday. This movement also leads to establishing global connectivity towards the Fridays for Future movement and acting against global warming and climate change. Stevens (2010) stated in his work that when more people join the movement, it will have a higher possibility to influence particular stakeholders to pay attention and give a response to the budding movement. However, if the government is reacting to the movement, it would be expected to collapse the social and political condition and situation of a country. Hence, the leaders and politicians should consider their requests to continue stability in the political realm. In the same way, Greta's Fridays for Future movement has been stretched to more than 124 countries, and it is also expected that the number to increase (theguardian.com, 2019). Throughout the world, the political leaders, and experts are wondering about Greta's sudden raise against Global warming and climate change, and all this because of the support of digital media. A young girl and her initiatives have got popularized throughout through social media, as they have written articles about Greta and her strikes; they also have published her speeches, and activities through famous social media platforms such as Twitter, Facebook, and Instagram. Greta also demands the global political leaders follow the crux of the Paris agreement, and also reverberated with global youths, who consider Greta as an instance and started to participate in the climate striking activities. As a result, the Fridays for Future movement have been organized throughout the world, and around 4.5 million people have participated in the climate strike to fight for our environment. This has happened as possible because of the support of digital media. They have helped a lot to disseminate the idea to the entire world and as a result, people felt an individual bond and accountability to the case. Though Greta is still involved in the climate strike, and it inspires people, it does not denote that Greta is their leader. However, Greta has been treated as a catalyst for other activists to raise voices against climate change, throughout the world (mavenroad.com, 2019).

DISCUSSION AND CONCLUSION

This work has attempted to provide insights into how social media have been supporting Greta Thunberg to organize and achieve her climate action movement called Fridays for Future, how Greta connects with people, and how she interacts with the public online. Supporters who have participated in the Fridays for Future movement become more vibrant politically as well as socially, they have also become active to take care of their futures by saving their environment. It could be taken into consideration of various published works and their findings, it could understand that climate change is a serious issue as it is determining the quality of the environment and future life. Despite this issue, global nations have come up with various climate change agreements to manage this issue; many also see that the actions are more like argot. Meantime many individual social activists have also organized various movements to raise voices against climate change and its impacts. As a result, a trigger of activities needs to organize essentially to tune the things towards creating awareness about climate change. In line with this, a young Swedish girl Greta Thunberg has taken initiatives to create awareness about climate change, for the same she has also announced a strike called Fridays for Future. For promoting the strike Greta has been using

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different social media platforms for disseminating the strike information such as date, time, and place. She has been using social media platforms, called Facebook, Twitter, Instagram, and some others to broaden her concerns and thoughts about climate change. Greta has received lots of feedback in return for her strike, and the majority of the supporters have seen her as a youngster, especially school-going students, as they are concerned about their future and the generation to come (Brooks, 2021). Greta has been calling and approaching the youths who are worried about climate change and global warming to support strikes. Millions of youths from various cities and countries join hands with Greta and speed up the school strikes every Friday to display their concern and anxiousness. Social activism theory and collaborative internet utilities (Dumitrascu, 2015) reveals that when more join for a reason, the better the opportunity that exertion or the issue will be brought to the knowledge of a particular stakeholder, thereby the presumed goal can be achieved easily and effectively. Thus, Greta has good goals and tried to reach them through her activities, however, it is not free from opposition. Greta has received so many negative thoughts about the strike from all sides. Many political leaders too disparaged Greta's school strike, such as Trump, the former American president tweeted that "Greta must work on her anger management problem, and then go to a good old fashioned movie with a friend! Chill Greta, Chill!" (Theindianexpress.com, 2020). Australian Prime Minister Scott Morrison told that school students should not skip school and try to learn new things instead of protesting. He also mentioned in some places that students must stop climate strikes and do fewer activities (AAP, 2018). In some cases, some told that politicians purposively use the students to accomplish their political agenda. Its hidden meaning is that the students should not involve in any such protest in the future. However, some governments announce through social media that action will be taken against the participants who have joined the movement. Meantime, Greta replied with this statement that no actions control the participants; instead, the threats may be put into a museum, as these actions look old-fashion. It can be understood from this paper that social media plays a major role in interconnecting the people with the events, as per the requirement, and the same has also happened in Greta's case.

The authors have identified that even though many people and the world leaders were criticizing, and commenting on Greta's climate actions, to put her efforts down and endorse their perspective. But, Greta herself turns into a well-renowned figure globally with a huge number of followers on social media, especially on Twitter. The use of Social Media data has become a modern approach among researchers, though any field; in the same way the present paper assesses the role of social media communications in connection with a social figure, and it is a subject that has not been explored much so far. Hence the authors recommend that more new studies should conduct on the user profiles, as it is a comparatively new research area in social media research. Accordingly, some of the implications have been found and summarized in the study.

IMPLICATIONS OF THE STUDY

The first implication is the usage of social media can be a platform for attracting and connecting to leaders, and thereby required information and actions can be circulated swiftly through influential connections. Greta has utilized social media effectively to communicate climate movement activities among the interested people, organizations, and social entrepreneurs, and it has helped to enlarge her exposure in a short time, as her followers have responded to her message actively. The global political leaders have wondered how effectively a teenage girl has been using social media as a communication channel.

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The second implication reveals that, those who are using social media platforms to attract and encourage supportive people in a common opinion place. Social media made available a common sharing platform for the minority faction to exchange ideas and thoughts with other similar parties easily and directly, rather than depending on conventional media, to disseminate their events and thoughts. The same has been proved in Greta's case, as she has used Twitter and Facebook for sharing information among her followers. Thus social media has transformed the communication process more speedily, easy, and more convenient than the conventional media have done so far.

It is observed from the Third implication that, Greta's social media interactions replicate the different forms of contemporary societal conflict happening globally. Social media has been used as a political combat zone for fighting each other. Further, the Climate changes problems have become a notable issue globally; as a result, it is progressively related to government policies and political perspective. The same has happened in Donald Trump's election case, as it was unpredictably related to Greta's climate actions endorsed in a political perspective in the United States. But, the discussion also developed to take in similar other social and political problems such as gender discrimination, and culture and social divisions.

LIMITATIONS AND DIRECTIONS FOR FUTURE STUDY

As the present paper has been formatted based on the review of available literature related to Greta Thunberg's climate action, future studies should apply some methodologies such as sentiment analysis to assess social media effectiveness. Though climate change seems one of the most important discussions on social media, almost many of the messages look as not taking sides. However, many of the posts look pertinent to climate change. Hence there may be a possibility for conducting feedback analysis, by assessing social media messages generated by the followers or users. Further, there are possibilities for researching social media content and it can be assessed besides user profiles to establish whether the attitudes of the users are different among various user groups. The present study analyzed the role of social media in organizing the campaigns, and how it has supported Greta. This facet of the study can be used in various promising directions by consequent research. Future researchers may also include messages or posts shared by Asians so that the attitude of the Asians towards climate actions can be studied. Thus, it would help to improve the accuracy of the research, particularly when comparing with the Global level data.

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About the Contributors

Chandan Chavadi is the Dean & Professor of the Presidency Business School, Presidency College, Bengaluru. A PhD from Karnatak University, Dharwad, and an MBA (Mktg.) He holds a primary degree in B.E. (E&C). He has two years of corporate experience before his moving to academics. He has been in academics for the last 21 years. He has 32 papers & 2 book reviews to his credit, published in reputed journals and magazines such as ABDC-C journals, Web of Science, Scopus, UGC Care list and other indexed journals. Under Google scholar indices, he has total citations of 90, h-index of 6 & i10-index of 4. His paper has been accepted for publication in the IIM –A Vikalpa. Five of his research papers were recently published in the IIM Kozhikode Society And Management Review journal, IIM-Shillong Journal of Management Science, Business Perspective & Research journal of K J Somaiya Institute of Management, the MDI journal “Vision”, and IIM-Lucknow journal “Metamorphosis”. He is the recipient of Labdhi Bhandari Best Paper Award for the 7th IIM-A International Marketing Conference held on 11th to 13th Jan 2017. He is a recognized PhD Guide in Management for Bangalore City University.

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Munir Ahmad is a Ph.D. in Computer Science with over 23 years of extensive experience in spatial data development, management, processing, visualization, and quality control. He has dedicated expertise in open data, crowdsourced data, volunteered geographic information, and spatial data infrastructure. A seasoned professional with extensive knowledge in the field, he has served as a trainer for the latest spatial technologies. With a passion for research and over 25 publications in the same field, he obtained his Ph.D. degree in Computer Science from Preston University Pakistan, in 2022. He is committed to advancing the industry and sharing knowledge through his expertise and experience. #SpatialData #GIS #GeoTech.

Ganesh B. is Academic Director, Am Maxwell International Institute for Education and Research, Karnataka, India.

Seenivasan B. is serving as Assistant Professor of Commerce in Sacred Heart College, Tirupattur from 2012-13. He is serving in the field of higher education from the year 2004 (19 Years of experience). He completed under graduation in commerce in Sacred Heart College with Fr. Panambara Medal, M.Com and M.Phil in Commerce in Loyola College Chennai with Gold Medals. He also cleared the UGC-NET in 2010 and completed doctorate in Commerce in the field of ATMs and Debit Card payments. He is focused on research with more than 15 publications at International level and National level. He is renowned for expertise in Income Tax and Marketing.

About the Contributors

Macherla Bhagyalakshmi is working as Assistant professor, Department of Professional Studies, Christ University, Bangalore and she is having 25 years of teaching and research experience. She has published research papers in Scopus, UGC approved and leading National and International journals, presented papers in various International and national conferences.

David Winster Praveenraj D. is a Faculty, Management Consultant, Soft Skills Trainer and a Motivational Speaker. He is into conduct of Management Development Programmes, Personality Development & Personal Effectiveness Programmes for executives at various levels. He is rendering consultancy services in Drafting & Implementation of Standard Operating Procedures, Design of Performance Management Systems, Drafting HR policies, Competency Mapping, Implementation of Quality Circles, arriving at Management Policies, Market Research, Advertising and Branding for varied industries out of which a major contribution is for the RMG Industry. Dr. David has a flair for adopting novel teaching methodologies and experiential learning tools in delivery of courses and the various programmes he conducts.

Kavitha Desai is a Professor in the Department of Professional Studies, CHRIST (Deemed to be University), Bangalore. Her research interests mainly includes Supply Chain Management, Digital Financial Literacy, Organizational Culture etc. She obtained PhD in Commerce from Sri Venkateswara University, Tirupathi. She has more than 20 years of research, teaching and administrative experience and has published several research papers in journals of national and international repute with 71 citations and h index of 4. Having guided 7 PhD. scholars, she has also been associated with research and consultancy projects in the area of Commerce and Management. She has presented research papers at several International and National Conferences. She is on the boards of reputed academic institutions and has organised several national and international conferences and workshops.

Joel Jebadurai Devapitchai is currently working as Assistant Professor in Department of MBA, St. Joseph's College of Engineering, OMR, Chennai. He is having 6 years of experience in teaching and 4 years in research. He has undertaken the Major Research Project sponsored by Indian Council of Social sciences Research, New Delhi, India. He has published various research articles in various national and international journals.

Sudha E. is working as an Assistant Professor in CHRIST (Deemed to be University), Bangalore Yeshwanthpur campus. She holds Finance from Vellalar College for Women, Erode Affiliated to Bharathiar University Coimbatore. Her research title is based on An Analytical Evaluation on Green Accounting and Disclosure Practices of Selected Indian Companies. She clinched UGC-NET in Commerce during 2019 and qualified module 1 of Executive Level in ICSI. She completed M.Com from Salem Sowdeswari College and MBA from Bharathidasan University. She was graduated from Periyar University, Salem. She uprights in academic writing, and has excellent interpersonal and communication skills. She is an active researcher and published 2 articles in Scopus indexed Journal, 6 articles under UGC CARE listed journals and Presented 16 research papers in National and International conferences. In recent times, she has published a book on "Financial Accounting". She demonstrates her strength in Costing, Accounting, Finance and Taxation.

About the Contributors

Manoj G. is currently working as Assistant Professor in Department of Management Studies, VelTech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology (Deemed to be University), Avadi, Chennai. He has more than 8 years 5 months of teaching experience with specialization in HR and Marketing. He Holds a B.Sc., M.B.A., M. Phil., and Ph.D. in Management from Bharathidasan University, Trichy. He has published several articles including in many Scopus Indexed Journals, Web of Science, UGC Care Journals and has presented papers in many National and International Conferences. He has authored and Published Seven Books (Human Resource Management, Marketing Management, International Business Management, Management accounting, Research Methodology, Strategic Management, Entrepreneurship Development) with ISBN. He is an Editorial Board member of VITP Journal. He has Published a patent titled “Device to track Tax Lien”. He also holds membership in various Professional Bodies. He has attended many Seminars, FDP and Workshops. He has been honored by the Puducherry Research Institute of Management, Education and Science organization with the “Young Achiever Award” for the year 2021 in recognition and appreciation for his outstanding contributions. He has occupied many responsible positions and has also served as the Head of the Department and has actively contributed towards placement of students.

Vinayagamoorthi G. is an Assistant Professor of Commerce at Alagappa University at Karaikudi. He is guiding 4 Ph.D. scholars and M.Phil scholars, He is having 54 citations and 3 h-Index, and he has published several research papers in Scopus, UGC approved and leading International journals, and presented papers in national and international conferences. His areas of expertise are Business, General Management.

Sathis Kumar Ganesan (popularly known as Professor GSK)’s philosophy of life is “Be the Cause of Changes” that transform the generations. Dr Sathis Kumar envisioned to serve the society towards sustainability in terms of social, economic and philosophical ideologies through sharing knowledge by learning, researching, teaching and outreach activities. Professor GSK has more than 15 years of academic understanding and evidence-based research observations in economics, society, public policy, and sustainability. His subject area of expertise and practice are Macro Economic Analysis, Business Environment and Entrepreneurship in Emerging Economies, Sustainability, Evidence-based Research Intelligence, and Application of Artificial Intelligence, Big Data and Business Analytics for Public Policy Making. At present, Professor GSK serves as a Chief Policy Researcher, at Centre for Excellence in Policy Research and Insights, Chennai. Earlier, he served as Chief Learning Officer at Dr. GSK’s Social Lab, Bangalore; Associate Professor at Presidency University, Bengaluru, Karnataka; Assistant Professor at Great Lakes Institute of Management, Chennai, The Gandhigram Rural Institute – Deemed University, Dindigul, and Alagappa University, Karaikudi; and Project Associate at Indian Institute of Technology-Madras (IIT-M), Chennai, Tamil Nadu. He is also a seasoned entrepreneur with two successful learning attempts in EdTech startups – one of that was experimented with his own business management students. Professor GSK is also serving as honorary consultant for the non-government organizations working for society and sustainability, specifically new generation early start-ups and Community Based Organizations.

Vimala Govindaraju is working as University Lecturer from Faculty of Language and Communication, University Malaysia Sarawak, Malaysia.

About the Contributors

Ilham, M.Si, is a permanent lecturer at the Public Administration Study Program, Faculty of Social and Political Sciences (FISIP) Cenderawasih University Jayapura. Books ever written, including; one of the authors of the anthology “Observing Technological Readiness in the Campus System” and the first author of a book entitled “Pandemi in Mother Earth: Literature Study of Handling the Covid-19 Pandemic in Indonesia” published by Syiah Kuala University Press, as well as the author of the book “E-Governance” which published on deepublish, is also one of the authors of a book entitled “Women’s Forest: Local Wisdom of the Tobati-Enggros People in Caring for Mangrove Forest Ecosystems in the Youtefa Bay Area, Jayapura City, Papua”.

U. A. Piumi Ishanka obtained her Master’s degree and Ph.D. in 2015 and 2018 respectively from the Graduate School of Engineering, Nagaoka University of Technology, Japan. She worked as a Software Engineer for two years and joined Sabaragamuwa University of Sri Lanka in 2011. Currently, she is serving as a senior lecturer attached to the Faculty of Computing. Her research interests include Intelligent System Applications and Soft Computing.

Ashok J. is currently working as Professor in CHRIST (Deemed to be University) Bangalore in School of Business & Management. He is a doctorate in Human Resource Management. He has over 25 years of exposure to Teaching, Research and Industry. He has developed, designed and delivered many Management Development Programmes for senior and middle level managers. He has published several research papers in National & International Journal of repute and presented many papers in conferences. So far, he has successfully guided 8 PhD scholars.

Sudarvel J. is Assistant Professor, Department of Management, Karpagam Academy of Higher Education, Coimbatore, India.

Logasakthi Kandasamy is currently associated with Universal Business School, Universal AI University, designated as an Associate Professor -HR. His research work broadly covers in the area of OB-HRM and social sciences. Research work of Dr.Logasakthi has been published in various titles such as Emotional Intelligence, Stress Management, Pedagogical design and Sustainable Learning Outcome. The published papers in the reputed journals were indexed in Scopus, ABDC & SCI. Basically, he is a NLP Trainer who offered more than hundred training programmes to the Corporate and Teaching fraternity in the name of Management Development Program, Executive Development Program.

Ravishankar Krishnan has more than 13 years of wide-ranging experience in teaching, research, administration and industrial relations. He has worked in Veltech and other reputed institutions. He holds a Master’s Degree in Management Studies from Periyar Institute of Management Studies and a Ph.D. from Anna University, Guindy, Chennai. His teaching and research are in the field of Logistics, Supply Chain, Human Resources, and Sustainability. He has published and indexed more than 10 research articles in Scopus and ABDC (B Category). Also, more than 25 research articles in various peer-reviewed journals. He actively participated and presented various papers in National and International level seminars/conferences. He has worked on an AICTE funded research project on “Eradication of Plastic Bags” and handled a major funded project as a Project Director from ICSSR on “Impact of Digital Media and E-learning Solutions on Contemporary Management Education”. He has cleared UGC-NET and TN-SET exams.

About the Contributors

Banujan Kuhaneswaran received his Bachelor of Science degree in 2019 with the Second Class Upper Division from Sabaragamuwa University of Sri Lanka. He is currently attached to the Department of Computing and Information Systems as a Lecturer in Computer Science. His research interests include Data Mining, Knowledge Management, Ontology Modeling, Business Process Simulation.

Devaraja Nayaka M.'s work experience includes 9 years in Academics. He has been teaching Corporate Governance, International Business, Research interests include Corporate Governance, Corporate Financial Reporting.

Maruthamuthu M. is an Assistant Professor (T) in the Department of Business Administration, Government Arts and Science College, Kadayannallur, Tamilnadu, India. The author has completed Ph.D. from Periyar University, Salem, Tamilnadu and has Marketing Management as one of the interesting field in Management. He has many publications and is presently working on many papers. His other areas of specialization include Entrepreneurship, HRM, Service Marketing and etc. Number of scholars are doing their research under his supervision and served as Internal Examiner for some scholars in his previous workplace. He have teaching and research experience more than 7 years on the same.

Sudha M. is working as Associate professor of Department of Management Studies in Acharya Institute of Graduate Studies in Bangalore, which is NAAC Re-accredited A grade college and she is having more than 17 years teaching and research experience. She is having published several research papers in Scopus, UGC approved and leading international journals and presented papers in national and international conferences.

Mariyappan M. S. R. is Dean School of Management, Veltech Rangarajan Dr Sagunthala R&D Institute of Science and Technology, Chennai.

Thirupathi Manickam, M.Com, M.Phil, B.Ed, TN-SET, KSET, Ph.D., is presently working as an Assistant professor in the Department of Professional Studies at Christ University, Bangalore. It is one of the leading institution in Bangalore, Karnataka, and the institution is Accredited by NIRF, NBA and NAAC Accredited university. He has more than 7 years of teaching and Research experience. He has 44 citations and 3 h-Index. He has published 22 research papers in Scopus, Web of Science, UGC-CARE, and UGC-approved and leading International journals and 11 presented papers in national and international conferences. He has also participated in over 40 seminars, conferences, FDP & workshops at the National and International Levels. His areas of expertise are Financial Accounting, Corporate Accounting, Financial Management, Management Accounting, Taxation, Digital Marketing and Technology Management.

Haritha Muniraju is having 13years of teaching and research experience in commerce and management at various institutions. She also performed various administrative roles and responsibilities such as Program Coordinator, Examination in charge and IQAC Coordinator. She has authored 12 books in commerce and management and committee member for various research associations.

About the Contributors

Satheesh Pandian Murugan is presently working as Assistant Professor in the Department of Economics and Centre for Research in Economics, Arumugam Pillai Seethai Ammal College, Tiruppattur, Sivaganga (Dt), Tamil Nadu, India. He is having Nine years of teaching experience along with the M.A., M.Phil., Ph.D., qualifications. He has earned his Ph.D from the Madurai Kamarajar University. He has published more than 10 research papers in his credit both in National and International level. His areas of research interests are Agricultural and Industrial Economics.

M. Zaenul Muttaqin, M.Si, is a lecturer at the Public Administration Study Program, Faculty of Social and Political Sciences (FISIP) Cenderawasih University Jayapura. His interests and expertise are public policy, communication and policy advocacy, human resource management.

Yosephina Ohoiwutun is head of the Postgraduate Masters of Public Administration Study Program at Cenderawasih University and a member of the Indonesian Association for Public Administration (IAPA) Central Leadership Council (DPP). Her interests and expertise are public policy, human resource management, and public service management.

Hridhya P. is working in Christ Univeristy as an Assistant Professor, specialised in the areas of finance, financial literacy, and investment decisions.

Elantheraiyan Perumal is an academician having 11years of experience in teaching, Industry research and administrative task and presently working as an Assistant Professor in School of Management Vel Tech Rangarajan Dr. Sagunthala R & D Institute of Science and Technology Avadi, Chennai- Tamil Nadu. Graduated in Physics from A.M. Jain College University of Madras (2006) and MBA (HR & Marketing) from Madha Engineering College Anna University Chennai (2008). Obtained PhD in Management from Bharathiar University Coimbatore in 2018. Research interests are Organisational Behaviour, Emotional Intelligence, Competency Mapping, Organic farming, Opinion Mining Supply Chain Management and other areas of General Management and also guided more than 80 MBA, BBA, BCOM projects. Published 17 research papers in various Scopus Indexed International journals & National Journals. Organized a series of National Conference and Management Meet every year and member of MISTE. Organized several National Seminars and workshops for the benefit of students in igniting their business and entrepreneurial spirit. Started as an HR in Telecom sector in 2008. Made a career shift and chose academics in 2009 due to passion for teaching and affinity towards students community development . Had gone as a resource person for various academic oriented programs and given career guidance to students of various domain. Interested in nurturing students potentialities and making them a healthy psychological being. Has a keen interest towards agriculture and farmers especially in organic farming sector. Envisages a better environment, economy and welfare of the farmers who are the back bone of our nation and economy, but still underrated compared to others. Has a desire to turn students into Agropreneurs for the betterment of the society and nation.

About the Contributors

Hariharan R., MSc (F&CA), M.Phil., MBA, Ph.D., is currently working as Assistant Professor in School of Business and Management, CHRIST (Deemed to be University), Yeshwanthpur campus, Bangalore. He has 8 years of teaching and 11 years of research experience. He holds PhD degree in Finance (Banking Technology) from Department of Banking Technology, Pondicherry Central University, Puducherry. He has published almost 35 research papers include in Scopus, Web of science, Thomas Returners, UGC care list and peer viewed Journals. He has authored 10 books and 8 chapters in edited volume books in International and National publishers. He also holds 2 copy rights from Indian Copyright office, India and Filed one Patent in India Patent office. He has done his certification from Microsoft on Certified Business Management Specialist, module (finance & warehouse) and NSE on Financial Markets in AMFI (Mutual Fund Advisor) module of NCFM. He has been resource person and delivered guest lecturer for MBA Schools and Universities on topic of Data Analysis using Excel and other statistical software. His area of interest is Finance, Banking, Enterprise Resource Planning, Analytics, Information Technology and Statistical Packages.

Sankar Ganesh R. is Associate Professor, Department of Management Studies, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai, India.

Velmurugan R. is Professor in Commerce, Karpagam Academy of Higher Education, Coimbatore, India.

Baranihdharan S. is specialized in Finance Economics and Econometrics and Having 5 years research experience, 2 years of Industrial experience and 6 years of teaching experience. He has Published 5 patent, 37 research articles in international and national journal which are indexed in Scopus, WoS, Proquest, ABDC, etc.

Thandayuthapani S. has more than 8 years of teaching experience with specialization in Finance and Marketing. He has worked in VelTech and reputed Institutions. He holds a B.Com., MBA., M. Phil., and Ph.D. in Management from Periyar University, Salem. He has published several articles including in many Scopus Indexed Journals, Web of Science, UGC Care Journals and has presented papers in many National and International Conferences. He has authored and Published one Book (Financial Management) with ISBN. He also holds membership in various Professional Bodies. He has attended many Seminars, FDP and Workshops. He has occupied many responsible positions and has also served as the Head of the Department and has actively contributed towards coordinating the students for various programmes.

Gopalakrishnan Subramaniyan is Head, Research and Development Cell, Project Director [ICSSR] & Associate Professor, Department of Commerce & Management, Acharya Institute of Graduate Studies, Bangalore. He has completed a Major Research Project on “Solid Waste Management” funded by ICSSR (Indian Council of Social Sciences Research). Has 25 years of experience including 12 years of industry and 13 years of teaching Management and Commerce subjects. He has International experience of 1 year working in Nigeria as an Assistant Professor, University of UYO, Nigeria. Published more than 30 articles in refereed journals with 58 citations, h-INDEX -3 and i10 INDEX – 1. He is also the Editor and Reviewer for Elsevier and other Journals.

About the Contributors

Madhusudanan Sundaresan is Assistant Professor, PG Department of Social Work, Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai.

Vince Tebay is a lecturer at the State Administration Science Faculty of Social and Political Sciences (FISIP), Cenderawasih University Jayapura. Her interests and expertise are the study of organizational behavior, public service management, and gender-based public policy.

Ravi V. has 15 years of teaching experience in Accounting and Finance subjects at various affiliated colleges at different capacities. The research areas are accounts, finance and social issues. Two international certification on conference and FDP has been attended during 2017-19 at Asia Pacific and Cyberjaya University, Malaysia, also published research papers in various national and international journals along with one patent publication on Impact of insurance company's contribution towards the growth of SMEs.

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