

## Wojciech Remigiusz Grzelak

Wroclaw University of Economics and Business

e-mail: wojciech.grzelak@ue.wroc.pl

ORCID 0000-0001-8268-5477

---

### THE USE OF SOCIAL MEDIA FOR ACQUIRING KNOWLEDGE ABOUT AN ENTERPRISE – A SYSTEMATIC LITERATURE REVIEW

---

### WYKORZYSTANIE MEDIÓW SPOŁECZNOŚCIOWYCH DO POZYSKIWANIA WIEDZY O PRZEDSIĘBIORSTWIE – SYSTEMATYCZNY PRZEGLĄD LITERATURY

---

DOI: 10.15611/ie.2021.4.02

© 2021 Wojciech Remigiusz Grzelak

*This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/>*

*Quote as:* Grzelak, W. R. (2021). The use of social media for acquiring knowledge about an enterprise – a systematic literature review. *Business Informatics*, (4).

**Abstract:** The article explores the use of social media to gain knowledge about an enterprise. The study consists in a systematic literature review. The purpose of the literature analysis was to define and organise the terminology related to the use of social media to obtain knowledge about the enterprise. The study was divided into two phases. In the beginning, it was necessary to define the concept of social media, then use it to obtain knowledge about the company. In the second phase, an analysis of the use of the social media (SM) expression was carried out. The issue of an intelligent organisation – its concept and objectives – is discussed in this article. The paper presents the research and findings from the analysis of the literature on acquiring knowledge from social media, i.e. to define and organise the terminology related to the use of social media for the purpose of gaining knowledge about enterprises. The conclusion is that it is worthwhile to monitor the Internet and social media.

**Keywords:** social media (SM), knowledge about a company, user profile.

**Streszczenie:** Artykuł przedstawia wykorzystanie mediów społecznościowych (MS) do pozyskiwania wiedzy o przedsiębiorstwie. Zaprezentowano badanie polegające na systematycznym przeglądzie literatury, którego celem jest określenie i uporządkowanie terminologii związanej z wykorzystaniem MS do pozyskiwania wiedzy o przedsiębiorstwie. Badanie to zostało podzielone na dwie fazy. Na początku konieczne było zdefiniowanie koncepcji me-

diów społecznościowych i ich wykorzystania do pozyskiwania wiedzy o przedsiębiorstwie. W fazie drugiej przeprowadzono analizę wykorzystania wyrażenia „MS”. Celem opracowania było przedstawienie badania oraz wyników z analiz literaturowych nad pozyskiwaniem wiedzy z mediów społecznościowych, czyli określenie i uporządkowanie terminologii związanej z wykorzystaniem mediów społecznościowych do pozyskiwania wiedzy o przedsiębiorstwie. Osiągnięciem artykułu jest wniosek, że warto monitorować Internet i media społecznościowe, ponieważ mogą one być bogatym źródłem informacji oraz dużym zasobem wiedzy.

**Słowa kluczowe:** media społecznościowe, zarządzanie wiedzą, systematyczny przegląd literatury.

## 1. Introduction

It is extremely interesting to see how social media (SM) affect business. It is safe to say that they not only shape the sphere of communication between companies and their stakeholders, but also impact on other organisational processes. As a result, they trigger many changes in companies' existing operations or even transform entire business models. SM enable the free flow of information online (Bachnik and Szumniak-Samolej, 2015).

The civilisational progress observed in highly developed countries is linked to the development of technologies for manufacturing and services, as well as to the rapid growth of apps based on information and communication technologies. These make it possible to collect, present, transmit, share, and – ultimately – use vast amounts of data, useful in many areas of the economy, science, and technology, as well as co-determining the progress of society. The global IT infrastructure is currently being created, and the spread of data, information, and knowledge processing is turning into a fundamental determinant of progress and development (Nycz, 2017).

This paper is dedicated to a study conducted using a systematic literature review suggested by Kitchenham (2004), extended by Wohlin and Prikładnicki (2013). When embarking on the study, the author was unable to find a similar work that included a literature review on knowledge and social media, which encouraged detailed research in this area.

These times are considered to be the dawn of the era of information and knowledge, with society being referred to as the information society and the economy being called the knowledge-driven economy. Taking this a step further, it can be stated that the modern organisation as a place where general economic objectives are achieved is inevitably being transformed into an intelligent organisation, one based on knowledge management. It is also often referred to as a learning or a self-improving organisation, an entity that enables all its members to learn. At the same time, it is consciously transforming both itself and the context in which it exists. A intelligent organisation is a new concept that explains the interrelations between how goals are achieved, how they are understood, how they are taught, how problems are solved, and how employees communicate. All these activities should enable the

achievement of considerable performance indicators and business growth through a company's ability to adapt to changing conditions (Adamczewski, 2015).

The need for continuous learning as well as the possession of knowledge determines the success of individuals as well as collectives. Therefore, knowledge is one of the most valuable economic resources in an information-based society. This was recognised by European countries in the Bangeman Report, published in the early 1990s, through subsequent EU studies leading to the Lisbon Strategy in 2000, as well as further guidelines for the pursuit of a knowledge-based economy within the EU such as the multi-annual programme for entrepreneurship and enterprise competitiveness in the period 2006-2010.

## **2. The role of knowledge in a knowledge-based economy**

Knowledge management is a discipline at the intersection of many fields, such as artificial intelligence and databases, economic sciences, and sociology. Knowledge and wisdom have been concepts pondered already by ancient scholars. Today's organisations operate in a knowledge-based economy, where the production, distribution, and use of knowledge are the main driving force. Currently, the talking point is the growing importance of intellectual capital, which is the accumulated knowledge possessed by the people who make up an organisation's community and the practical transformation of this knowledge into components of an organisation's value (Rybak, 2003).

The combination of the right managerial knowledge and the right time to use it in the shape of good decisions is vital for many organisations.

Each organisation has knowledge in the form of various types of data sets and databases, traditional documents, improvement studies, reports, research and analysis results accumulated in the company over the years of its operation – on paper and as electronic documents, audio and video, but also in the minds of employees, patents held, and innovations; all this constitutes valuable intellectual capital. The proper processing of this knowledge into decisions can contribute to the success of the organisation that owns it (Nycz, 2007).

Today, information technology permeates all areas of human activity, including that of organisations. The development of information and communication technologies (ICT) increases the amount of information available, making it possible to be processed quickly. As far as modern management is concerned, it is not the structure, not the best principles and rules, not the latest methods and instruments, but rather the unique individuals and teams made up of them that determine the success of an organisation (Kuźmiński, 2001). The recipe for success also seems to be the appropriate use of modern IT solutions referred to as Information and Communication Technologies (ICT) in conjunction with the skills, experience, and – above all – the knowledge of an organisation's employees.

Organisations today face two difficult challenges, namely the continuous accumulation of up-to-date knowledge and obtaining the skills to use knowledge to gain a competitive advantage and ensure survival in the global market (Grudzewski and Hejduk, 2004).

Knowledge, like any other resource of an enterprise, needs to be managed. Knowledge management should be understood as an approach making it possible to identify, acquire, store, develop, and share an organisation's tangible and intangible information assets. Knowledge acquisition in an organisation means obtaining it from its very sources, among which:

- sources connected with the so-called human factor – when the term “acquisition of knowledge” is applied,
- sources in both traditional (paper) and digital (electronic) forms, such as databases, from which knowledge can be extracted in the process of discovery.

The first type is intellectual capital. The second comprises sources that do not constitute intellectual capital, but which contain knowledge, such as patents held by an organisation, innovative solutions and studies, documents, and database repositories accumulated over the years (Nycz, 2007).

Recent research conducted by the Reuters Institute for Study of Journalism (Żyłowska, 2020) at Oxford University indicates that users of social media place a high level of trust in them, which could contribute to a significant increase in the knowledge obtained from these resources. Irrespective of the circumstances, users are more and more likely to refer to the information available in SM. As the research shows, many people find such sources of information reliable and helpful in surviving difficult times, such as the Covid-19 pandemic.

### 3. Research context

The term social media is understood as a set of technologies used to initiate communication and transfer content between people and between groups of people organised in social networks (Treadaway and Smith, 2011). In general, it can be assumed that social media are online platforms, websites, and apps whose functions are primarily linked to the creation, processing, playback, sharing, and receiving of all visual and audio content (texts, images, video, and games) (Heymann-Reder, 2011) by different users (individual or institutional) and responding to them in various forms. They can be open, accessible to all Internet users, or closed, accessible only to a specific group of users such as employees of a specific corporation (e.g. the Yammer service) or scientists (e.g. the ResearchGate service). Strictly speaking, a website or an app was developed for, and serves the purpose of enabling interaction between users, then they should be considered as social media. Such a statement stems from the origin of social media, which emerged when websites were created to allow any web user to co-create content, send messages, and interact with other users. This moment is referred to in the literature as the advent of the Web 2.0 era (Lupa, 2016).

What sets SM apart from other types of media is the scale of the message coverage and reception. Content is distributed through social interaction. The ease of use and availability of the tools mean that the creation and reception of content are virtually limitless, and the mere publication of content is only the beginning of the media process. The original information can be repeatedly modified and commented on infinitely many times. As far as traditional media (i.e. television, radio, and the press) are concerned, this is not possible. Another difference is the longevity and duration of content – once it appears on the Internet, it is practically impossible to remove, and the time from the formulation to the publication of content is extremely short. Social media also blur the line between the sender and the audience (Grzelak, 2016).

Closely related to the notion of social media is the term Web 2.0, and the two are sometimes used interchangeably. SM refers to activities, practices, and behaviour among community participants who, using the Internet, exchange information, knowledge, and opinions through available communication channels (Safko, 2010). Notably, when the term Web 2.0 is used, the emphasis is on the technological aspect, while the use of SM accentuates the social manifestations (Safko, 2010).

The term Company 2.0 was created on the basis of the fashionable expression Web 2.0, and introduced for use in organisations. It has been recognised that companies that use these tools are embracing a new quality – that of an organisation known as Company 2.0. The simultaneous emergence of several concepts and technologies, such as the Internet, Web 2.0, the process-based approach, Business Process Management (BPM), and Service-Oriented Architecture (SOA) enables a company applying them to be different in terms of quality from enterprises that fail to implement them. Company 2.0, as well as its new versions, created along with the inflow of new ideas and technologies (Company 3.0 and subsequent versions), is a place for implementing the latest IT tools and realising co-management and inclusion in streamlining an organisation and what happens within it. This was seen as an attempt to use collective intelligence to solve problems by improving communication between employees and between the organisation and its environment. It is another version of the traditionally defined company, in which the combination of benefits from the implementation of new technologies produces a new quality (Kania, 2010).

The decision to place an enterprise in social networks should be preceded by an analysis providing answers to the questions of what is the purpose of creating a company profile and to which community the current and potential customers belong (i.e. in which social network the target group is located). Determining the typical profile of a user of a particular social network is very helpful in this regard, although it may require the involvement of a company monitoring online platforms, such as Mobuzzer.pl and Brand24.pl. It is necessary to take into consideration the specificity and popularity of a particular social network so as to adjust it to the place, type of activity, as well as company and the way its customers use social media (Polańska, 2011).

## 4. Study methodology – systematic literature review

A systematic literature review is a defined and methodical means of identifying, evaluating, and analysing primary research to investigate a specific research question (Kitchenham, 2004), it can also help determine the structure and model of a given piece of research, and identify any gaps in it. Systematic reviews differ from informal literature reviews in their formal planning and methodical execution. This method involves planning, executing, describing, and presenting the results obtained. It is important that the process of a systematic literature review be reproducible, i.e. iterative, and is characterised by transparent procedures applied to evaluate and synthesise research findings related to the search questions formulated.

A systematic review must include the following:

- clearly formulated criteria for the inclusion and exclusion of particular studies,
- a clearly described strategy for seeking out relevant literature (i.e. research reports),
- systematic coding and analysis of the quality of the included studies,
- synthesis of results of quantitative and/or qualitative studies (Niazi, 2015).

## 5. The study

The purpose of literature analysis is to identify and organise the terminology related to the use of social media for acquiring knowledge about an enterprise. The study was divided into two phases. Initially, it was necessary to define the concept of social media, and then to use it in order to gain knowledge about an enterprise. In phase two, an analysis of the use of SM was conducted, starting from the definition of the term social media and the formulation of the following research questions:

Q1. How is the term social media defined in the subject literature?

Q2. What keywords occur in the literature accompanying the definition of SM?

Phase two sought answers to the following questions:

Q2.1. What keywords occur in the literature accompanying the definition of acquiring knowledge from SM in the context of business management?

Q2.2. Is acquiring knowledge from SM used in the area of business management?

### 5.1. Study procedure

The study procedure begins with the identification of the term social media and related keywords.

Study phases:

1. Defining sources for the literature analysis.
2. Defining the search strategy and scope.
3. Defining criteria for the selection of scientific papers to be analysed in detail.
4. Selecting scientific papers for detailed analysis.

5. Obtaining answers to the research questions formulated (Q1 and Q2 as well as Q2.1 and Q2.2).

6. Analysis of the results obtained and formulation of conclusions from the study phase.

The study comprises two separate phases. The procedures are similar.

## 5.2. Study results

The databases were selected. The preliminary analyses used the following databases: Web of Science, Scopus, Springer.

The strategy applied in formulating the search terms was:

- 1) identification of keywords based on the research questions;
- 2) examination of keywords in a given publication relating to the subject of the study;
- 3) using a logical operator in the search engine to construct a search.

Based on the research questions formulated, the following terms were used:

Social Media, Social Media AND Knowledge acquisition, Social Media in Business.

All these terms were entered into the search engine as combined phrases. The study aimed to analyse Open Access type and HighlyCited in Field type literature published recently, namely over the past five years. A set of articles on this subject makes it possible to continue the research and obtain the most important publications from previous years using the snowball technique for literature analysis.

**Table 1.** Queries for databases containing publications

Database	Search term
Web of Science	Social Media OR Social Media AND Knowledge acquisition OR Social Media in Business
Springer	“Social Media” AND “Knowledge acquisition” OR “Social Media in Business”
Scopus	SRCTITLE (“Social Media” OR “Social Media Knowledge acquisition” OR “Social Media in Business”

Source: compilation based on own work.

The criteria were then developed for the selection of scientific papers to be analysed: 1. The whole phrase was searched for as a combination of words. 2. The phrase must be included in the article topic. 3. The best three results (with the highest numbers of citations) were taken further.

In total 82 results were initially obtained using the Web of Science database (with the following restrictions: title and past five years), and nine after applying additional filters, i.e. Open Access. After selecting the Business and Management category, five articles remained, of which three were taken further.

In the Springer database, entering the phrase Social Media AND Knowledge acquisition OR Social Media in Business produced 1,237 results; due to the nature of the article, it was decided to perform a search with the Business and Management criterion, which produced 202 results. After adding the criterion of date, i.e. narrowing down the search to the past five years, 139 results were obtained, three of which most relevant were selected for analysis.

In the Scopus database, 243 documents were found after entering the TITLE-ABS-KEY phrase (“Social Media” OR “Social Media Knowledge acquisition” OR “Social Media in Business”). After introducing additional search parameters such as All Open Access, Gold, and past five years, as well as the English language, there were 45 results. The selection of Business Management and Accounting reduced the number of results to 86 items, of which the five most cited ones were selected for further analysis.

**Table 2.** Results from search engines for publication databases

Source	First result	Initial selection	Final selection
Web of Science	82	5	3
Springer	1.237	139	3
Scopus	243	45	3
Total	1.562	193	9

Source: compilation based on own work.

This was followed by a qualitative analysis of the documents found (the procedure had already begun during the search in the databases) in order to decide which publications would go on to be included in the further research work. The following criteria were adopted:

- 1) the publication contains detailed data on the subjects of social media and knowledge management;
- 2) the publication contains a description related to the field of acquiring knowledge from social media as well as information necessary to describe this concept;
- 3) the publication includes research relevant to the research questions posed.

**Table 3.** Collection of publications eligible for the study

Author	Category	Keywords
1	2	3
A. Pourkhani, K. Abdipour, B. Baher, M. Moslehpour	The impact of social media in business growth and performance: A scientometrics analysis	Social media; Business Social network; Marketing;

Tale 3, cont.

1	2	3
M. Boukes	Social network sites and acquiring current affairs knowledge: The impact of Twitter and Facebook usage on learning about the news	Social network sites; Learning effects; Current affairs knowledge; Facebook; Twitter; Social media; Knowledge gap;
S.W. Strandskov, A. Ghaderi, H. Andersson, (...), M. Jannert, G. Andersson	Effects of Tailored and ACT-Influenced Internet-Based CBT for Eating Disorders and the Relation Between Knowledge Acquisition and Outcome: A Randomized Controlled Trial	Eating disorders; Internet; Knowledge acquisition; Cognitive behavioural therapy; Enhanced acceptance and commitment therapy
Hiroki Idota, Teruyuki Bunno, Masatsugu Tsuji	The Effectiveness of Social Media for Business Activities in Japanese Firms	Social media; Business activities; Path analysis; Structural equation modelling (SEM)
T. Schoenherr	The Potential of Social Media	Social media; Barriers to social media use; Benefits of social media use;
F. Iannacci, C. Fearon, K. Pole	From Acceptance to Adaptive Acceptance of Social Media Policy Change: a Set-Theoretic Analysis of B2B SMEs	Qualitative comparative; analysis; Configurational theory; Small-and-medium enterprises; Social media; Mindfulness;
L. Westman, Ch. Luederitz A. Kundurpi, A. J. Mercado, O. Weber, S. Lynne Burch	Conceptualizing businesses as social actors: A framework for understanding sustainability actions in small-and medium-sized enterprises	Business sustainability; Embeddedness; SMEs; Social actor; Social relationships;
A. Ammiratoa, M. Felicettia, M. Della Galab, H. Aramo-Immonenc, J.J. Jussilad* and H. Kärkkäinen	The use of social media for knowledge acquisition and dissemination in B2B companies: an empirical study of Finnish technology industries	Social media; Absorptive capacity; Knowledge strategy; Empirical study; Finnish B2B companies;
Michael Yulianto, Abba Suganda Girsanga* and Reinert Yosua Rumagit	Business intelligence for social media interaction in the travel industry in Indonesia	Business intelligence; Lexicon based classification; Sentiment analysis; Social media

Source: compilation based on own work.

Table 3 was used to create a list of keyword frequencies (see Table 4).

**Table 4.** Keyword frequencies

Keywords	Number of occurrences	Keywords continued	Number of occurrences continued
<b>Social media</b>	<b>7</b>	Benefits of social media use	1
Business Social network	1	Qualitative comparative	1
Marketing	1	Analysis	1
Social network sites	1	Configurational theory	1
Learning effects	1	Small-and-medium enterprises	1
Current affairs knowledge	1	Mindfulness	1
Facebook	1	Business sustainability	1
Twitter	1	Embeddedness	1
Knowledge gap	1	Social relationships	1
Eating disorders	1	Absorptive capacity	1
Internet	1	Knowledge strategy	1
<b>Knowledge acquisition</b>	<b>1</b>	Empirical study	1
Cognitive behavioural therapy	1	Finnish B2B companies	1
Enhanced acceptance and commitment therapy	1	Business Intelligence	1
Business activities	1	Lexicon based classification	1
Path analysis	1	Sentiment analysis	1
Structural equation modelling (SEM)	1	Barriers to social media use	1

Source: compilation based on own work.

Next, answers to research questions Q1 and Q2 were studied. After the study, it was found that the term Social Media AND Knowledge acquisition did not occur as one key phrase, but its components occurred separately, albeit rarely (once). The term social media occurred most frequently in the resources of all publication databases (seven times ).

**5.3. Phase two**

Phase two of the study was conducted in a manner similar to that applied for phase one. The earlier terms were enriched by adding the concept of Business Management, which is relevant to this study, namely:

- Knowledge acquisition AND Social Media AND Business Management.

**Table 5.** Results from search engines for publication databases – phase two

Source	First result	Initial selection	Final selection
Springer	2.791	597	3
Scopus	60	18	3
Web of Science	123	40	3
Total	2.974	655	9

Source: compilation based on own work.

The study was conducted in the same manner as that applied in phase one, therefore the description of the study conducted is omitted.

**Table 6.** Collection of publications eligible for the second phase of the study

Author	Category	Keywords
1	2	3
P. Rachapaettayakom, M. Wiriapinit, N. Cooharajanone	The need for financial knowledge acquisition tools and technology by small business entrepreneurs	Knowledge acquisition, Financial knowledge, Small business entrepreneurs, Tools and technology, Restaurant business
Y.K. Dwivedi & E. Ismagilova and N.P. Rana	Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review	Business-to-business, Digital transformation, Information systems, Literature review, Marketing, Social media
M. Hsiao-Wen Ho1, P.N. Ghauri and J.A. Larimo	Institutional distance and knowledge acquisition in international buyer-supplier relationships: The moderating role of trust	Cross-border knowledge acquisition, Access to knowledge, Institutional distance, Buyer-supplier exchange, Trust
P. Del Vecchio, G. Mele, G. Passiante	Detecting customers knowledge from social media big data: toward an integrated methodological framework based on netnography and business analytics	Customer knowledge management, Big data, Social customer relationship management, Business analytics
C. Williams, J. Du, H. Zhang	International orientation of Chinese internet SMEs: Direct and indirect effects of foreign and indigenous social networking site use	International orientation, knowledge acquisition, Social networking, Internet SME
H. Boateng, G.O.A. Ampong, A.D.R. Ofori	The relationship between social interactions, trust, business network, external knowledge access, and performance: A study of SMEs in Ghana	Social capital, Foreign business knowledge, Foreign institutional knowledge, SMEs, Export performance

1	2	3
S. Ammirato, A.M. Felicetti	The use of social media for knowledge acquisition and dissemination in B2B companies: an empirical study of Finnish technology industries	Social media, absorptive capacity knowledge strategy empirical study, Finnish B2B companies
Y. Wang, M. Rod	Exploiting business networks in the age of social media: the use and integration of social media analytics in B2B marketing	Social media, Business-to-business marketing, Social media, Literature review, B2B, Analytics, Capability
R. Chierici, A. Mazzucchelli	Transforming big data into knowledge: the role of knowledge management practice	Firm performance, Market orientation, Social media, Innovation capacity, Big data, Knowledge management, Customer collaboration

Source: compilation based on own work.

**Table 7.** Keyword frequencies in phase two

Keywords	Number of occurrences	Keywords continued	Number of occurrences continued
Knowledge acquisition	3	Information systems	1
Financial knowledge	1	Literature review	1
Small business entrepreneurs	1	Marketing	1
Tools and technology,	1	Social media	4
Restaurant business	1	Cross-border	1
Business-to-business	1	Access to knowledge	1
Digital transformation	1	Buyer-supplier exchange	1
Trust	1	Internet SME	2
Customer knowledge management	2	B2B	2
Big data	2	Analytics	2
Business analytics	1	Knowledge management	2
Social networking	1	Customer collaboration	1

Source: compilation based on own work.

The second phase sought an answer to the questions related to the words accompanying the definition of acquiring knowledge from SM in the context of managing an enterprise. In answer to this question (Q2.1), the following keywords

can be listed: Big data, Internet SME, B2B, Analytics. As regards question (Q2.2), the answer should be “yes, of course”. This is attested to by the fact that over 600 publications related to SM and the discipline of Business Management were found in three databases.

## 6. Conclusions

This paper explored the use of social media for acquiring knowledge about an enterprise. The research consisted in a systematic literature review. The basis of the study procedure applied was the approach proposed by Kitchenham (2004), and then extended by Wohlin and Prikladniki (2013). As a result, it was found that there is a large variation in keywords. There are numerous synonyms and expressions derived from the phrases ‘social media’ and ‘knowledge acquisition’. The results of this study did not show a link between the phrases Social Media and Knowledge Acquisition as one phrase. In the second phase, this was enriched with the keyword, Business Management, which was important from the point of view of the study.

The author found that there is a large variation in keywords. There are many synonyms, and expressions derived from social media and knowledge acquisition. In the subject literature accompanying the definition of acquiring knowledge, social media in the context of enterprise management are accompanied by the following words: Big data, B2B, Analytics. Another conclusion is that acquiring knowledge from SM is used in the field of business management. Bearing in mind the purpose of this study, key information was obtained with respect to the use of social media in companies for acquiring knowledge about an enterprise. Searching for a typical user profile in a social network is just the tip of the iceberg. What can be the benefits of using social media properly? Why is monitoring the Internet and social media worthwhile? Primarily the answers are – because they are a rich source of information that can constitute a knowledge repository for a company. This knowledge can be used to develop a competitive advantage in the marketplace.

## References

- Adamczewski, P. (2015). E-logistyka w rozwoju organizacji inteligentnych. *Zeszyty Naukowe. Organisation and Management/the Silesian University of Technology*, (79).
- Ammiratoa, S., Felicettia, A. M., Gala, M. D., Aramo-Immonenc, H., Jussilad, J. J., and Kärkkäinen, H. (2019). The use of social media for knowledge acquisition and dissemination in B2B companies: an empirical study of Finnish technology industries. *Knowledge Management Research & Practice*, 17.
- Boateng, H., Ampong, G. O. A., and Ofori, A. D. R. (2021). The relationship between social interactions, trust, business network, external knowledge access, and performance: A study of SMEs in Ghana. *VINE Journal of Information and Knowledge Management Systems*.
- Bachnik, K., and Szumniak-Samolej, J. (2015). *Potencjał biznesowy mediów społecznościowych*. Warsaw: Poltext.

- Bąska, M., Dudycz, H., and Pondel, M. (2019). Identification of advanced data analysis in marketing: A systematic literature review. *Journal of Economics and Management, the University of Economics in Katowice*
- Boukes, M. (2019). Social network sites and acquiring current affairs knowledge: The impact of Twitter and Facebook usage on learning about the news. *Journal of Information Technology & Politics*, February.
- Chierici, R., and Mazzucchelli, A. (2018). Transforming big data into knowledge: the role of knowledge management practice. *Management Decision*, 57.
- Del Vecchio, P., Mele, G., Passiante, G., Vrontis, D. and Fanuli, C. (2020). Detecting customers knowledge from social media big data: toward an integrated methodological framework based on network graphy and business analytics. *Journal of Knowledge Management*, 24(4).
- Dwivedi, Y. K., Ismagilova E., Rana, N. P. (2021). *Social media adoption, usage and impact in business-to-business (B2B) context: A state-of-the-art literature review. Information Systems Frontiers*. Springer Link.
- Grudzewski, W. M., and Hejduk, I. K. (2004). *Metody projektowania systemów zarządzania*. Warsaw: Difin.
- Grzelak, W. (2016). Wpływ mediów społecznościowych na zarządzanie procesowe w organizacji. *Ekonomiczne Problemy Usług*, (122).
- Heymann-Reder, D. (2011). *Social Media Marketing: Erfolgreiche Strategien für Sie und Ihr Unternehmen*. Munich: Addison-Wesley Verlag .
- Hiroki, I., Teruyuki, B., and Masatsugu, T. (2017). *The Effectiveness of Social Media for Business Activities in Japanese Firms, The Review of Socionetwork Strategies*.
- Iannacci, F., Fearon, C., and Pole, K. (2020). From acceptance to adaptive acceptance of social media polychange: A set-theoretic analysis of B2B SMEs. *Information Systems Frontiers*, 23.
- Kania, K. (Ed.). (2010). *Technologie informatyczne FIRMY 2.0*. Katowice: Publishing House of the University of Economics in Katowice.
- Kitchenham, B. (2004). *Procedures for performing systematic reviews*. Joint Technical Report, Keele: Keele University TR/SE-0401 and NICTA 0400011T.1, July.
- Kuźmiński, A. K. (2001). Jak stworzyć gospodarkę opartą na wiedzy. In *Strategie rozwoju Polski u progu XXI wieku*, the Chancellery of the President of the Republic of Poland and the "Poland 2000 Plus" Forecasting Committee at the Presidium of the Polish Academy of Sciences, Warsaw.
- Lupa, I. (2016). *Media społecznościowe w marketingu i zarządzaniu*, Katowice: Sophia Scientific Publishing House .
- Mia Hsiao-Wen H., Pervez, N. G., & Jorma A. L. (2017). Institutional distance and knowledge acquisition in international buyer-supplier relationships: The moderating role of trust. *Asia Pacific Journal of Management*, 35, Springer Link.
- Niazi, M. (2015). Do systematic literature reviews outperform informal literature reviews in the software engineering domain? An initial case study. *Arabian Journal for Science and Engineering*, 40(3), 845-855.
- Nycz, M. (2007). *Pozyskiwanie wiedzy menedżerskiej. Podejście technologiczne*. Wrocław: WAE.
- Polańska, K. (2011). Biznesowy charakter mediów społecznościowych. *Studia Informatica*, (28).
- Pourkhani, A., Abdipour, Kh., Baher, B., and Moslehpour, M. (2019). The impact of social media in business growth and performance: A scientometrics analysis. *International Journal of Data and Network Science*, 3(3), 223-244.
- Rachapaettayakom, P., Wiriyapinit, M., and Cooharojananone, N. (2020). The need for financial knowledge acquisition tools and technology by small business entrepreneurs. *Journal of Innovation and Entrepreneurship*, 9.
- Rybak, M. (Ed.). (2003). *Kapitał ludzki a konkurencyjność przedsiębiorstw*. Warsaw: Poltext.
- Safko, L. (2010). *Social Media Bible: Tactics, tools & strategies for business success*. New Jersey: John Wiley & Sons.

- Schoenherr, T. (2018). *The potential of social media. The evolution of electronic procurement*. Springer International Publishing.
- Strandskov, S.vW., Ghaderi, A., Andersson, H., Jannert, M., and Andersson, G. (2017). Effects of Tailored and ACT-influenced internet-based CBT for eating disorders and the relation between knowledge acquisition and outcome: A Randomized controlled trial. *Behavior Therapy*, 48(5), September, 624-63.
- Treadaway C., and Smith M. (2011). *An hour a day with Facebook marketing*. Gliwice: Helion.
- Westman, L., Luederitz, C., Kundurpi, A., Mercado, A. J., Weber, O., and Burch S. L. (2018). Conceptualizing businesses as social actors: A framework for understanding sustainability actions in small and medium-sized enterprises. *Business Strategy and the Environment*.
- Williams, C., Du, J., and Zhang, H. (2020). *International orientation of Chinese internet SMEs: Direct and indirect effects of foreign and indigenous social networking site use*. *Journal of World Business*, 55(3).
- Wohlin, C., and Prikładnicki, R. (2013). Systematic literature reviews in software engineering. *Information and Software Technology*, 55(6), 919-920.
- Wang, Y., and Rod, M. (2020). Exploiting business networks in the age of social media: the use and integration of social media analytics in B2B marketing. *Journal of Business & Industrial Marketing*.
- Yulianto, M., Girsang, A. S., Rumagit, R. Y. (2018). Business intelligence for social media interaction in the travel industry in Indonesia. *Journal of Intelligence Studies in Business*, 8(2).
- Żyłowska, K. (2020). *Media społecznościowe pierwszym źródłem informacji?* Retrieved September 7, 2021 from <https://socialpress.pl/2020/06/media-spoecznościowe-pierwszym-zrodlem-informacji>