

The Role of Social Networks in Business Communication

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Abstract. *The aim of this paper is to examine the relationship between the use of social networks and their role in business communication. The research was conducted in the form of a survey based on a sample of undergraduate and graduate students who study at the Faculty of Organization and Informatics in Varaždin. Social networks play an important role in each individual's life as well as each company's operation. The use of social networks and their role in business communication have both positive and negative impacts. Social networks have changed a lot over time and, they continue to develop daily. It is crucial for each company to grasp the importance of social networks and use them to improve their relationship with customers as a cheap but strong marketing tool and as a means of influencing customer purchase decisions. There are many social networks available at the moment that enable individuals to network and connect with others easily. The aim of the survey is to find out which social networks are mostly used by students, if social networks encourage customer purchases, if they can reach a wider audience and if they are used as a tool to collect post-purchase feedback. We can agree that the role of social networks is significant, and we need to know how to use them well daily.*

Keywords. Social networks, business environment, communication, customer loyalty

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