



# **ANALYZING THE IMPORTANCE OF SOCIAL MEDIA AND ITS IMPACT IN THE BUSINESS WORLD**

A thesis  
Presented to  
The faculty of  
Management Sciences  
Bahria Institute of Management & Computer Science, Karachi

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In Partial Fulfillment  
of the Requirements for the  
Degree Master in Business Administration

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**BY**

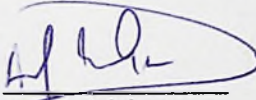
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**RECOMMENDATION FOR ORAL EXAMINATION**

This Project/thesis hereto attached, entitled, "ANALYZING THE IMPORTANCE OF SOCIAL MEDIA AND ITS IMPACT ON THE BUSINESS WORLD", prepared and submitted by ASMA NAZ, in partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

Date: 8/6/13

  
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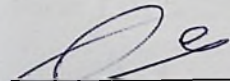
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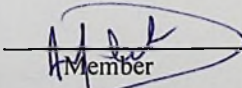
**PROJECT/ THESIS COMMITTEE**

In partial fulfillment of the requirements for the degree of Master in Business Administration, this thesis entitled, "ANALYZING THE IMPORTANCE OF SOCIAL MEDIA AND ITS IMPACT ON THE BUSINESS WORLD" is hereby recommended for Oral Examination.

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## **ABSTRACT**

In the following research study we will try to analyze the concepts of corporate branding and social media. The study will also examine the role of corporate branding within social media. The main focus of the study is to analyze how corporate branding is beneficial for the growth of the organization through social media. The study will also illustrate how corporate branding is helping the organization in gaining competitive advantage for many organizations. The research study adopts the secondary research method for the purpose of data collection and analysis. In the end the research study also provides adequate recommendations and suggestions for future research and also provides implications for the study.



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## INTRODUCTION