Adoption of Social Media Marketing- An Overview of UAE Service Firms

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Abstract - **Advancement in information technology has impacted almost all the businesses and management functions and operations. In the contemporary times, businesses are integrating internet based services in their business model and offerings made to customers. Service firms have been pampering customers with facilities readily available through social media websites. The trend points to the fact that firms are aware of the preferences that necessitate providing relevant information to their target market through social media websites with stylish looks and a lot of imageries. This not only gives the customers a pleasing experience but also entice them to purchase. This study explores various marketing efforts made through social media by the services sector. Selected service organizations from hospitality and airlines sector in United Arab Emirates (UAE) are taken into consideration to conduct the study. The study also brings forth opinions of respondents on issues related to social media in the service sector. The research findings provide useful insights for practitioners, brand managers to understand how social media is affecting consumer behavior, enabling them to customize their social media strategies. The study is also helpful for the academicians and students to further enhance their knowledge on this growing issue of topical interest.**

Index Terms - **Service Organizations, Social Media Marketing, Hospitality Sector, UAE**

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