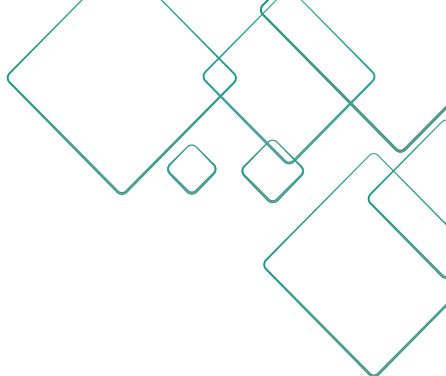




Research Relevance and Potential Impact

This research contributes to the practical knowledge in the area of the social media and marketing through them, and has important practical solutions for increasing the effectiveness of marketing strategy overall and for the public sector on Social Media Sites (SMSs) in particular.

Relevant Publications

- Bowden, J. L.-H. (2009). The Process of Customer Engagement: A Conceptual Framework. *The Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>.
- Chen, A., Lu, Y., Wang, B., Zhao, L., & Li, M. (2013). What drives content creation behavior on SNSs? A commitment perspective. *Journal of Business Research*, 66(12), 2529–2535. <https://doi.org/10.1016/j.jbusres.2013.05.045>.
- Barger, V., Peltier, J. W., & Schultz, D. E. (2016). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268–287.

Career Aspirations

The purpose of this research is to investigate what antecedents determine SMSs users intention to deal with public sector. In addition, it seeks to determine the extent of the user's virtual engagement with an account on SMSs through the stages of adopting it, realising its Implications and acknowledging its outcomes.