



جامعة الإمارات العربية المتحدة  
United Arab Emirates University

The College of Graduate Studies and the College of Business and Economics

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**DBA Dissertation Defense**

Entitled

*UNLOCKING INNOVATION IN AN EMERGING SMART CITY THROUGH SOCIAL MEDIA  
TECHNOLOGIES: AN EXPLORATORY STUDY*

by

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Abstract

It has been suggested that the use of social media is advantageous for a firm, but few academic studies have examined this issue. The objective of our exploratory study is to investigate the impact of the usage of social media on an employee's creativity and propensity to innovate in the context of a public-sector firm in an emerging smart city in UAE. Specifically, we examine the impact of social media use on an employee's creativity and propensity to innovate using the innovations that are internal to a firm: service and process. A quantitative approach was adopted wherein a survey was conducted among members of the selected organization. Findings from the study indicate that use of social media positively impacts an employee's creativity. Results also indicate that social media use positively influences an employee's propensity for service innovation and process innovation. Accordingly, the study discusses the findings and recommends social media practices that may enable more employee creativity and innovation.

**Keywords:** Innovation, Mobility, Social Media, Creativity, Service Innovation, Process Innovation, Knowledge Management.