

Conf-IRM 2025

Conference Theme: Sustainable IT in the Digital Age, Hosted by the Institute of Information and Communication Technologies of the Bulgarian Academy of Sciences in Sofia, Bulgaria, 10-12 April 2025

Track Name: Social Media and Social Networks

We are excited to announce our upcoming session on "Social Media and Social Networks" at the Conf-IRM conference. This session will delve into the pivotal role social media plays in shaping modern information management, organizational communication, and business practices.

In today's digital landscape, social media is not just a tool for communication; it has transformed into a strategic asset for organizations. Understanding its evolution, impact, and potential is essential for researchers and practitioners alike. This session aims to foster meaningful discussions that bridge theory and practice, encouraging participants to explore the complexities and foundations of social media use in business contexts.

Key Themes:

- Historical Evolution of Social Media in Business
- Theoretical Frameworks for Social Media Communication
- Influence of Social Media on Information Dissemination
- Strategic Management of Digital Interactions in Social Media
- Marketing Practices and Business Strategies Utilizing Social Media
- Ethical Considerations in Social Media Use
- Emerging Trends in Social Media Analytics
- Security, Privacy, and Transparency in Social Media
- The Impact of Artificial Intelligence on Social Media Strategies

We warmly invite researchers, practitioners, and thought leaders to participate in this engaging session. Your contributions will be instrumental in advancing our understanding of these critical themes. We encourage you to submit your papers, share your insights, and collaborate with fellow attendees. Together, we can explore the evolving landscape of social media and its profound implications for business and society. Join us in making this session a vibrant platform for discussion and discovery!

Track Co-Chairs

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