



# ICAR<sup>'21</sup>

INTERNATIONAL CONFERENCE  
OF CROSS-DISCIPLINARY  
ACADEMIC RESEARCH 2021

Organizer :



Co-organizer :



Institute for Management and  
Business Research (IMBR)  
Universiti Utara Malaysia



USM  
UNIVERSITI SAINS MALAYSIA



UNIVERSITY  
OF MALAYA



UniKL  
UNIVERSITI  
KUALA LUMPUR

[icar2021.kuptm.edu.my](http://icar2021.kuptm.edu.my)

e ISBN 978-967-26577-0-5



9 78 9672 6577 05

## CHALLENGES OF VALUE CAPTURE STRATEGY IN SOCIAL MEDIA SYSTEMS: A CO-CREATION PERSPECTIVE

*\*Nisrin Alyani Ishak<sup>1</sup>*  
*nisrin@kuptm.edu.my*  
*Nurisyah Muhamad<sup>2</sup>*  
*nurisyah@kuptm.edu.my*  
*Norhaninah A. Gani<sup>3</sup>*  
*norhaninah@kuptm.edu.my*

*\*Corresponding author*

*Faculty Business, Accountancy & Social Sciences*  
*Kolej Universiti Poly-Tech MARA, Kuala Lumpur Malaysia<sup>1,2,3</sup>*

### ABSTRACT

This paper examines the challenges for organisation in designing effective value captures strategy via social media systems. The research focuses on management insights, value co-creation, and social media platforms in UK service organisations. Social media platforms play a significant role in addressing the value capture challenge, according to available studies. Two propositions were formed in order to better understand the organisation's challenges: (1) value capture ensures the organisation's stability and service expansion, and (2) value capture in social media platforms allows organisations to have a transparent and easier access to value co-creation. The study is based on preliminary research and an analysis of data gathered through semi-structured personal interviews with top managers in service organisations. It draws extensively upon the notion of absorptive capacity theory, which is argued to be useful for organisation to acquire new knowledge from an external environment (social media). Thematic content analysis is used in order to simplify the search for relevant literature. This paper is conceptual in nature and presents only a few findings from a series of interviews with managers. This study is intended to make a contribution in this growing research areas in value co-creation, value capture and social media in service organisations.

Keywords: value capture, social media