

IMPACTS OF SOCIAL ENGAGEMENT: EMPIRICAL ANALYSIS OF HOSPITAL QUALITY

Joonhwan In, Department of Management/HRM, College of Business Administration California State University, Long Beach, 563-985-5760, Joonhwan.In@csulb.edu

Youngsu Lee, Department of Finance and Marketing, College of Business Administration California State University, Chico, 530-898-5327 Email: ylee54@csuchico.edu

Seung Jun Lee, School of Global Innovation & Leadership, College of Business Administration San José State University, 408-924-5968 Email: seungjun.lee@sjsu.edu

ABSTRACT

Given the increasing popularity of using social media platforms among service firms, such as Facebook or Twitter, many hospitals in the U.S. use such social media platforms as means to deliver indirect customer experiences. Although social media platforms exhibit great opportunities to engage both patients and social communities, few research examines practical implications of social media in hospitals. In considering whether to endeavor social network engagement with patients and communities, hospital managers need to consider the managerial impact of social network. Using the secondary data on hospitals, we examine how customers' engagement on social media influences hospital operations.

Keywords: Social Network, Marketing-Operations Interface, Healthcare.

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