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APLEISTŲ ĮMONIŲ SOCIALINIŲ TINKLŲ PASKYRŲ POVEIKIS VERSLO REZULTATAMS	THE IMPACT OF THE ABANDONED CORPORATE SOCIAL MEDIA ACCOUNTS ON BUSINESS PERFORMANCE

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INTRODUCTION

Relevance of the topic. Corporate social media accounts are increasingly being regarded as central interfaces through which organizations are connected with their stakeholders (De Luca et al., 2022). Through these channels, not only basic promotional messages are delivered, but a wider form of value is also created, because the public image of the brand is shaped in a continuous way. Over time, customer relationships are strengthened, and space is provided for dialogue, which can help expectations and concerns to be understood more clearly (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). Competitive intentions are also signalled through corporate posts, since information about new products, campaigns, or strategic moves can be shared in almost real time. As digital ecosystems are expanded and become more complex, organizational communication is increasingly being shaped by platform logics and by the way visibility is determined by algorithms. Within this environment, steady activity on corporate accounts is often interpreted as a sign of responsiveness and attentiveness, whereas long periods without posts are understood as a kind of strategic ambiguity about priorities (Mangold & Faulds, 2009; Kietzmann et al., 2011).

At the same time, the practical importance of social media management is increased by the spread of multi-platform portfolios across many industries (Sanders & Freberg, 2020). When several corporate accounts have been opened during strong phases of digital expansion, higher expectations about stable communication are usually formed among audiences. If extended inactivity on accounts is noticed, uncertainty can be experienced by customers (Riaz et al., 2024). In such situations, trust in the organization can be weakened, because the earlier promise of interactive communication is perceived as losing its substance and reliability. Meanwhile, continued activity is often maintained by peer brands as a visible signal that attention is being paid to market developments and to stakeholder concerns, so the risk created by silence can be intensified by competitive pressure. So digital absence may be interpreted as a sign that awareness of current market dynamics is reduced, or that the online environment is being neglected in favour of other priorities (Mangold & Faulds, 2009).

Theoretical relevance has been strengthened as corporate social media has been framed as an organizational capability rather than a simple routine of posting. Strategic alignment, governance consistency, resource allocation have been emphasized as key conditions for sustained, beneficial social media strategy (Felix et al., 2017; Li et al., 2021). When internal enablers weaken, fragmented digital behavior can follow. Abandoned accounts may therefore reflect internal tensions that become visible on the surface. Consequently, account abandonment

can inform wider debates about the maturity of digital strategy, as well as the organizational foundations that sustain market facing digital capabilities.

Level of research of the topic A substantial body of research has examined corporate social media use, customer engagement, the links between owned social media activity, marketing outcomes (Felix et al., 2017; Paniagua & Sapena, 2014). Capability based perspectives have also been used to explain how social media strengthens customer relationship performance or supports market intelligence (Trainor et al., 2014). Measurement challenges, performance pathways have been explored in studies that connect social media with marketing capabilities, business outcomes, often highlighting strategic integration rather than isolated content output (Tajvidi & Karami, 2017).

Even so, corporate social media account abandonment has received less systematic attention. Emerging work has recognized the discontinuance of brand activity, yet the focus has frequently remained on outward brand behavior rather than internal organizational conditions that shape how abandonment is perceived by employees responsible for digital operations. Meanwhile, fatigue and discontinuance research has largely developed at the individual user level, where overload, exhaustion have been linked to lower engagement, eventual withdrawal (Bright & Logan, 2018; Zhang et al., 2016). Useful conceptual tools have come from such streams; however, a direct translation into corporate, employee centered settings has remained limited.

The gap becomes more visible within an industry specific context. In Azerbaijan, social media presence has become closely tied to reputational expectations, the communication of service reliability. Yet limited research has explored how internal company drivers shape perceptions of account abandonment, how such perceptions influence performance related judgments. A need has therefore emerged for a model that brings internal antecedents together with employee based evaluations within a regulated, trust intensive market setting.

Novelty of the study. Novelty has been defined through a structured examination of six internal organizational factors proposed to shape perceived social media abandonment. Rather than approaching abandonment only as a market facing symptom, the phenomenon has been interpreted as an organizational outcome influenced by strategy shifts, resource realities, platform fatigue, governance related mismanagement, absent exit planning, neglected risk and security considerations. Through such a design, a clearer map of internal antecedents is intended to be provided.

A second contribution has been created through a focus on employees involved in digital operations. Perceptions held by such employees can reveal how abandonment is interpreted inside organizations, how internal narratives about capability, responsibility, performance are shaped. Capability oriented evaluations can be reflected through employee based perceptions in digital contexts, where marketing effectiveness is frequently judged through intermediate signals such as brand consistency, responsiveness, perceived strategic coherence (Trainor et al., 2014; Tajvidi & Karami, 2017).

Problem statement. A need has been identified to clarify how internal organizational factors influence the abandonment of corporate social media accounts, how abandonment is perceived to affect business performance by employees involved in digital operations. Although social media strategy has been increasingly formalized across many organizations, inconsistencies in platform activity have continued to be observed (Li et al., 2021). Internal reasons behind such inconsistencies have not always been captured through integrated models combining strategy reorientation, resource constraints, fatigue dynamics, managerial misalignment, exit strategy gaps, neglected digital risk (Van den Berg & Verhoeven 2017; Kraus et al., 2019; Zheng & Ling, 2021; Haynes, 2016). As a result, abandonment has remained under theorized as a multi factor organizational outcome.

Within Azerbaijan, the problem has been sharpened by reputational sensitivity. Corporate accounts have increasingly been treated as digital assets, meaning reputational as well as security exposure can be created when neglect is allowed. When accounts are abandoned, weaker monitoring can be assumed, while control over brand identity can become more fragile. A connection has been noted between such concerns and broader observations in digital risk scholarship, where the ethical importance of cybersecurity governance and responsible oversight has been emphasized, while neglect of digital assets has been associated with heightened vulnerability, reduced stakeholder confidence (Taddeo & Floridi, 2018). Urgency has therefore been strengthened for examining abandonment through a structured internal lens, particularly in sectors where trust is positioned as central to perceived performance (Sanders & Freberg, 2020).

Research aim and objectives. Research aim is to evaluate the influence of internal organizational factors on the abandonment of corporate social media accounts , and to assess the perceived effect of such abandonment on business performance among employees involved in digital operations.

To support the aim, four objectives have been defined:

i)   To determine what factors lead to the abandonment of corporate social media accounts by analysing the scientific literature.

ii)   To identify major factors associated with abandonment of corporate social media accounts.

iii)   To examine the contribution of identified factors to employees' perceptions of social media abandonment.

iv)   To evaluate the effect of perceived abandonment on perceived business performance.

Theoretical and empirical methods. A narrative approach to the analysis of scientific literature is intended to be applied in order to build a coherent theoretical foundation for the empirical study. Definitions, conceptual boundaries, and causal pathways are expected to be clarified through the synthesis of research on social media strategy, governance, discontinuance, and performance (Green et al., 2006).

In the empirical part, a quantitative design is intended to be used because relationships between multiple constructs are planned to be examined simultaneously. The six antecedent factors and the two outcome constructs are expected to be operationalized through multi-item measures. Reliability and validity assessments are therefore expected to be required. For the testing of the integrated model, multivariate modeling is considered appropriate. What regards hypothesis testing, correlation analysis and multiple linear regression were applied, and the relationships between the proposed constructs were examined through statistical significance and explained variance. All said aside, the method was chosen because clear numerical evidence was needed for evaluating the proposed model.

Structure of the thesis. The thesis has been organized into five sections. In Introduction, the relevance of the topic, the level of research, the novelty, the problem statement, the aim and objectives, the hypotheses, and the chosen methods are introduced. In Chapter 1, the analysis of scientific literature is presented, and the six internal factors are theoretically justified, after which the conceptual model is explained. In Chapter 2, the empirical research methodology is described, including research design, scale development logic, sampling procedures, data collection, and data analysis methods. In Chapter 3, empirical results are analyzed and discussed in connection with previous research and practical implications. In the last section, conclusions and recommendations are provided, and limitations and directions for further research are outlined. Through this sequence, alignment with the stated objectives is intended to be ensured.

1. LITERATURE REVIEW ON CORPORATE SOCIAL MEDIA AND BUSINESS PERFORMANCE

1.1 Corporate social media and its role in organizational communication

The concept of corporate social media has been put at the center of communication, listening, and negotiation of meaning between organizations and various stakeholder groups. Initial groundbreaking literature defined social media as a revolutionary collection of platforms in which participation, presence, and networked interaction was facilitated at scale (Kaplan and Haenlein, 2010). In this context, corporate communication is now being influenced by the fact that brands are now expected to be present, responsive and consistent. This has been reinforced by the fact that social media is a hybrid tool as formal brand messages are intermingled with user-created content and peer-to-peer influence (Mangold and Faulds, 2009).

An effective interpretation of social media has also been endorsed by the fact that, platforms are made of building blocks like identity, sharing, conversations and reputation, which jointly organize the manner in which organizational and stakeholder interactions are manifested (Kietzmann et al., 2011). The main implication is uncovered when these building blocks are utilized in corporate settings. Effectiveness of communication cannot be decreased to the frequency of messages. Rather, credibility frequently is created via a continuous cycle of contact, open framing, and information in a timely manner. This is why the activity of corporate social media has been regarded as a continuation of organizational identity and not a marketing supplement (Devereux et al., 2017).

Social media accounts of companies are now seen as key points through which these firms stay in touch with their stakeholders (De Luca et al., 2022). These platforms do not just spread simple promotional messages, but they also create a broader kind of value since the brand's public image is formed continuously. As time goes by, relationships with customers become stronger and there is room for discussion and feedback that can assist in understanding expectations and worries better (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). Company posts also communicate competitive aims, because they can quickly share information about new products, campaigns or strategies. As digital environments have grown larger and more intricate, the way organizations communicate has been increasingly influenced by platform rules and how visibility is controlled by algorithms. Responses from audiences are received quicker and in a more open manner, making it so that silence or delays become highly noticeable. In this setting, continuous activity on company accounts is usually seen as being responsive and paying attention. On the other hand, if

there are extended times with no posts, people often think it means the company might be unsure about their strategies or what they value most (Mangold & Faulds, 2009; Kietzmann et al., 2011).

Simultaneously, the practical significance of managing social media has grown due to the widespread presence of multi-platform portfolios in various sectors (Sanders & Freberg, 2020). During robust periods of digital growth when multiple company accounts are launched, audiences typically develop higher anticipations for consistent and harmonized communication. If one or more accounts become inactive for an extended period, customers may feel uncertain, particularly if they're seeking support, clarification or new information which isn't forthcoming (Riaz et al., 2024). In these kinds of circumstances, confidence in the organization might lessen. This is because previous assurances about two-way communication seem to be losing their credibility and dependability. At the same time, other brands often keep up ongoing activity as a clear indication that they are focusing on market changes and stakeholder issues. Thus silence can increase risk due to competition pressure. Given this situation, lack of digital presence could mean less understanding of current market movements or that online setting is being overlooked for different priorities (Mangold & Faulds, 2009).

Social media for companies has also been talked about as a channel focused on building relationships. The idea of two-way communication is strengthened in research that looks at how conversations can be facilitated by digital platforms. While much proof has been gathered from the nonprofit sector, the wider implication stays crucial and applicable. Trust usually gets support when fast responses, clear information and regular availability are given (Lovejoy & Saxton, 2012). If company accounts do not respond, the logic of relationship weakens. It can create an impression that concerns of stakeholders are not taken into account. These worries can grow stronger in service sectors where social media is utilized as a primary communication and support tool (Gunarathne et al., 2018).

Another aspect of company social media use is connected to managing reputation and symbolic signaling. It's suggested that the public seeing social media actions allows stakeholders to deduce company values, skills and market confidence (Kietzmann et al., 2011; Mangold & Faulds, 2009). This understanding process is key for knowing why lack of activity might later be seen as giving up. In a sector where active involvement is considered normal, quietness may be seen as pulling back strategically, lacking ability or experiencing internal issues. Therefore, even before the idea of abandonment comes up clearly in mind, it lays groundwork for understanding business social media actions as signals affecting reputation with true symbolic importance (Devereux et al., 2017).

In summary, corporate social media has been established in the literature as a strategic communication domain shaped by platform affordances, stakeholder expectations, and internal governance capacity. This domain provides the backdrop against which abandonment becomes meaningful. If corporate accounts function as living interfaces of organizational identity and relational commitment, then an inactive account becomes more than a neutral omission. It becomes a deviation from the communication norms that were constructed by the digital environment and by the organization's own earlier presence.

1.2 Business performance perspectives in digital and social media contexts

The conceptualization of business performance under the digital and social media has been through both the direct and indirect pathways. The historic performance indicators like sales growth, profitability and market share have not been forgotten but with digital research, there has been a growing focus on intermediary processes in which social media can deliver value creation. These processes have encompassed the customer interaction, brand recognition, customer understanding creation, and enhancement of marketing competencies (Trainor et al., 2014; Tajvidi and Karami, 2017). Due to this change, the performance in social media situations has often been construed as multi-layered. It has been linked to quantifiable results besides the intangible indicators that facilitate competitive edge in the long run.

One of the reasons that can be used to account the widening of this view is the development of digital marketing scholarship. The intensive examination of digital, social, and mobile marketing placed the social media as a platform where consumer decision making, peer influence, and meaning co-creation of brands are amplified (Lamberton and Stephen, 2016). In such a setting, the performance can not be explained by campaigns that are short-term. It should also be associated with brand equity and strong customer relationship in the long run. The importance of having owned social media channels has thus been justified by the fact that the spaces enable brands to create communities, share stories, and be present at various points of the customer journey.

The contribution of the social media in developing the marketing capabilities is highlighted in the research that incorporated the capability theory alongside digital technologies. The research in social CRM has contended that the use of technology in the social platforms can sustain customer relationship performance when relevant organizational capabilities are attained and implemented (Trainor et al., 2014). Other subsequent research that showed a connection between social media activity and firm performance via the mediating variable of marketing capabilities, such as market sensing and relational coordination (Tajvidi and Karami, 2017), reaffirmed a

similar argument. In this perception, the platform presence does not automatically generate performance. It is assumed to be facilitated by inner mechanisms that convert digital interaction into learning and strategic action in organizations.

In most situations, positive associations between social media use and business performance have been presented using empirical evidence. According to the Business Horizons study, the social media can be linked to better performance when introduced into business strategy in a proper way, whereas the lack of alignment may result in inefficiencies and poor returns (Paniagua & Sapena, 2014). This strategic component of the relationship has been further explained in frameworks that conceptualized social media marketing strategy as a coordinated action of decision-making in terms of platforms, governance, content, and engagement orientation (Felix et al., 2017; Li et al., 2021). Once such orchestration is created, performance signals are likely to increase due to the enhanced brand consistency and more consistent customer experiences.

Simultaneously, problems in performance measurement have been also characterised as recurrent in the literature. Conventional measures have frequently been unable to capture the complete worth of the social media because of the complications in the field of attribution and the co-producing aspect of digital brand significance (Hoffman and Fodor, 2010). That is why frameworks were suggested separating the metrics of awareness, the indicators of engagement, the signs of conversion of behavior, and the result of relationships. This stratification strategy is significant to the current thesis as the perceived performance of business is not being considered as a financial construct. It is being assessed as a consumer-assessed result that could be comprised of market receptiveness, brand trustworthiness, customer feeling, and perceived strategic skill.

All these arguments are especially applicable in the circumstances when the corporate social media presence has been interrupted or lowered. In cases where there is inactivity of an account, the probable reduction in the stakeholder touchpoints can be deduced. Weakening of a significant channel of narrative distribution can also be anticipated as a result of the decrease in the opportunities of engagement. Although the employees may not be directly exposed to the objective performance data, the symbolic meaning of inactivity may influence the internal performance evaluation. This interpretation rationale is in line with the capacity-based approach. When the social media is viewed as an input in the market sensing, customer relationship maintenance and building brand reputation, abandonment may be seen as a weakening of a capability that indirectly supports performance (Trainor et al., 2014; Tajvidi and Karami, 2017).

In summary, business performance in digital and social media contexts has been conceptualized as a combination of observable outcomes and intangible capability-driven value. This hybrid understanding supports the decision to examine perceived business performance in relation to perceived abandonment. It also provides a theoretical rationale for the expectation that an abandoned corporate presence may be judged negatively by employees who associate digital consistency with strategic competence.

1.3 Conceptualizing social media abandonment in corporate settings

Social media abandonment is starting to be explicitly discussed as the platform ecosystem has become more mature and prior expansion plans have generated broad collections of corporate clients. Generally speaking, abandonment may be referred to as an extended, observable retreat of a corporate account, without definite explanation of shutdown or transfer. This definition suggests that forsaking is not the same as temporary absence due to the short-run lack of operation. It is equally unlike formal decisions to exit when deactivation, archiving, or public statements are used to explain the strategic reason.

The difference between the two states is significant since corporate accounts have been observed to be more and more understood as a continuing commitment and less of an episodic promotional instrument. An implicit agreement is signed with the followers whenever a corporate account is created, anticipating updates, responsiveness, and continuity. This was already present even in prior notions of social media as an interactive and relational medium of communication and not a one-way communication medium (Kaplan and Haenlein, 2010; Mangold and Faulds, 2009). Thus, the lack of visible action might be viewed as the violation of the expected communication norms, especially when rival brands are still active in the given market situation.

Literature indicates the possibility of strategic and operational drivers to influence abandonment. A specific contribution to this particular field was made through the research conducted to investigate brand social media account abandonment as one of the organizational outcomes of internal decision-making and limitations. The prospective analysis of brand accounts dropping made the usefulness of organizational predispositions and situational antecedents to decrease the possibility of lasting activity evident (Sanders and Freberg, 2020). Even though the subject is still in its infancy, this study offers a basis on how abandonment can be addressed as a specific empirical phenomenon as opposed to an ambiguous inactivity.

Discontinuance and fatigue research have also been used to provide a broader conceptual base. Although a significant portion of this was created on an individual user basis, some valuable theoretical hints can be derived in the context of corporations. Overload and fatigue were also

associated with social media exhaustion that can reduce activity with time (Bright and Logan, 2018; Zhang et al., 2016). In the case of application of an organizational translation, a plausible mechanism may be determined. When digital teams are asked to generate continuous content on various platforms and they are not supported by the resources, when resources are not stable, fatigue might be institutionalized. It is then possible to increase the probability of deprioritization. One may suppose that this kind of fatigue is exacerbated by algorithmic changes that decrease organic reach or require new creative reinvention because of the culture of the platform. In such circumstances, strategic withdrawal can not necessarily be expressed stimulatively. On the contrary, gradual laziness could creep in and eventually be viewed by employees as desertion.

This argument is also enhanced by the governance literature. Social media strategy has been contextualized as a field in which there should be systematic decision making, role identification, and policy consistency with the business goals (Felix et al., 2017; Li et al., 2021). In case of a low level of governance maturity, account maintenance may become ambiguous. The content calendar might become disjointed and responsibility in the performance assessment might be compromised. Abdication in this context can happen not due to the irrelevance of platforms, but because of the lack of internal organization and ownership. This argument is in tandem with the internal mismanagement avenue that has been institutionalized in the current thesis model.

A second lens is the resource-based research. Previous research on obstacles to organizational adoption and use of social media highlighted the idea that time, skills and budgets can limit sustained activity in the digital realm particularly in small or stretched organizations (Michaelidou et al., 2011). On longer-term basis, in case these barriers are maintained, an inactive account may prove to be a predictable eventuality. In the corporate environment, resource scarcity may be faced not only in the form of budget cuts but also in the form of subpar staffing, priorities of competing interests, or a shift in the focus towards other digital outlets. Should platform portfolios be constructed in the booming stages of growth, subsequent resource reduction could result in selective maintenance choices, with weaker-priority accounts being deactivated.

Also, strategic shift should be mentioned as a valid antecedent of abandonment. Portfolios across social media tend to be redefined whenever the brand positioning is updated, when a new target audience is redefined, or a new platform is gaining momentum. A move into owned communities, owned channels or newer platforms can minimize the strategic value attributed to older accounts. This interpretation is theoretically supported with the help of the models of strategies which explain that social media marketing is a movable portfolio of decisions, not a predetermined institutional habit (Li et al., 2021). In such circumstances, an official exit strategy would be necessary. Where no formalisation of exits is in place, a non-verbal back-off may be

generated and the sense of abandonment may develop among inter-team internal and external audiences.

There is also the risk and security aspect that makes the conceptualization of abandonment. Corporate social media accounts do not serve as marketing tools only. They are identity properties, which can be impersonated, misinformed, or manipulated in reputation. Once the activity and monitoring levels reduce, the impression that these assets are less secure may be created. Despite the fact that there is not enough direct empirical evidence on the phenomenon of abandoned accounts in the corporate environment, the fact that in terms of enhancing trust, digital governance and risk control are viewed as such supports the incorporation of this dimension into the models of abandonment (Taddeo and Floridi, 2018). Accordingly, it is possible to conceptualize abandonment as not only a communicatively problematic state, but also potentially risky within the broader digital footprint of the organization.

Finally, abandonment of social media in the corporate context could be conceptualized as a long-term withdrawal of the organizational account which is not adequately communicated and has a weak governance. This conceptualization has been justified by the underlying social media theory, new brand abandonment research, and related literature on fatigue, resource barrier, and strategic governance. The boundaries of the concept presented in the current section support the model of the current thesis. A multi-factor internal explanation is facilitated in which strategic shift, resource constrained, platform tiredness, internal mismanaged, lack of exit planning and forgotten risk and security may be considered as likely antecedents of perceived desertion. The following parts of the literature review are thus capable of basing on this conceptual foundation to support the six-factor structure and associate abandonment with perceived business performance.

1.4 Internal organizational factors associated with abandonment

A clearer understanding of corporate social media abandonment has increasingly been linked to internal organizational conditions rather than platform characteristics alone. Corporate accounts have been treated in the literature as strategic communication assets embedded within governance systems, resource structures, evolving marketing priorities. As a result of such embedding, inactivity has often been interpreted as a visible outcome of deeper organizational processes. The sustainability of social media presence has been described as dependent on alignment between corporate goals, platform choices, workforce capabilities, performance monitoring routines (Felix et al., 2017; Li et al., 2021). When misalignment emerges within any single area, the likelihood of weakened activity can rise.

Such interpretation has been further strengthened by a capability-based view. Social media value has been associated with marketing capabilities built by organizations, customer-facing knowledge coordinated across functions, digital engagement translated into relational advantage (Trainor et al., 2014; Tajvidi & Karami, 2017). Under such logic, abandonment can be conceptualized as a failure to sustain an enabling capability. A single driver is rarely sufficient to explain such failure. Instead, interdependent internal pressures may accumulate, gradually reducing the feasibility or perceived usefulness of maintaining a visible presence. A multiple-factor framing has also been reflected in broader digital strategy scholarship, where outcomes are rarely explained through isolated drivers.

Six internal factors have been positioned in the thesis as major explanatory categories through which perceived social media abandonment can be shaped. Prior research streams on strategy, governance, resource barriers, fatigue, overload, digital risk have been used to ground the factors. An integrated justification for each factor is offered in the subsections below, while the logic through which abandonment perceptions can be formed is clarified.

1.4.1 Strategic shift

Strategic shift has been recognized as a common feature of modern digital marketing environments. As platform ecosystems evolve, organizational priorities are often recalibrated. Social media marketing strategy has been conceptualized as an integrated set of decisions regarding platform portfolios, governance structures, content direction, engagement orientation (Li et al., 2021). Within such a framing, equal relevance across platforms is not expected to persist over time. A move toward new formats or emerging channels can be implemented when audience attention migrates or when stronger returns are signaled by newer measurement practices.

The strategic logic of social media portfolios has also been connected to broader multichannel, omnichannel frameworks. Digital communication has been suggested to require coordination across touchpoints so a coherent customer experience is maintained, marketing effort is allocated efficiently (Verhoef et al., 2015). When such coordination is pursued, older or less productive platforms can be deprioritized. In principle, deprioritization can be executed through formal migration paired with well-communicated exit decisions. However, when strategic change is implemented without explicit closure planning, a gradual pattern of reduced posting can emerge, later being perceived as abandonment.

A stronger emphasis on strategic shifts has also been reflected in literature addressing the expanding scope of digital marketing. Social media has been described as a space of rapid experimentation, where boundaries between owned, paid, earned media become more fluid

(Lamberton & Stephen, 2016). Under such conditions, strategy may be revised in response to new data, shifting brand narratives, changing competitive benchmarks. Strategic shift can therefore be conceptualized as a rational, sometimes necessary driver of reduced activity. Even so, the risk of abandonment perceptions remains salient when change is not supported by formal procedures that clarify the platform rationale, reshape stakeholder expectations.

1.4.2 Resource constraints

Resource constraints have been widely described as fundamental barriers to sustained corporate social media activity. Earlier research on social media use in small and medium organizations emphasized that limited time, budget, specialized expertise can weaken the continuity of digital engagement (Michaelidou et al., 2011). Even when accounts are initially created in response to competitive pressure, long-term maintenance usually requires stable allocation of human, financial resources. When resources are reduced or reassigned, a gap can open between strategic intention, operational capacity.

A similar logic has been reinforced by studies examining organizational adoption of social media alongside performance outcomes. Social media value has been suggested to be more likely when resource commitments align with clear role distribution, relevant skill development (Ainin et al., 2015). When such alignment is missing, engagement can remain episodic, dependent on individual initiative rather than institutionalized processes. Over time, inconsistent posting cycles may be produced, audience interactions may be fragmented. Consequently, inactivity can become visible on specific platforms, even if social media remains active elsewhere inside the organization.

Resource constraints can also be understood as dynamic rather than fixed. Marketing budgets are frequently adjusted in response to macroeconomic uncertainty, revenue fluctuations, internal restructuring. Under such conditions, social media teams may be asked to reduce scope, consolidate initiatives, shift attention toward fewer priority channels. If such prioritization is implemented without formal deactivation or public messaging, reduced activity can be interpreted internally as abandonment. Resource constraints can therefore be positioned as a plausible structural driver of perceived abandonment, while broader cost-management pressures are also reflected (Gartner, 2024).

1.4.3 Platform fatigue

Platform fatigue has been used in broader literature to explain declining engagement and discontinuance. Although most studies have focused on individual users, valuable conceptual insights can still be adapted to corporate settings. Social media fatigue has been linked to overload,

exhaustion, reduced perceived value of ongoing engagement (Bright & Logan, 2018). Discontinuance research has also suggested that long exposure to high content volume and constant social demands can push users toward withdrawal (Zhang et al., 2016).

A clear organizational parallel can be drawn when fatigue is considered among corporate digital teams. Sustained corporate presence often requires continuous content production, real-time community management, close attention to algorithmic change. When such demands begin to feel disproportionate to perceived returns, motivation can decline over time. Support can also be drawn from technostress research. Digital work environments have been argued to generate pressure through complexity, constant connectivity, accelerated performance expectations, which can shape negative work outcomes (Tarafdar et al., 2015). Under such conditions, platform fatigue may become institutionalized rather than remaining an individual issue.

Rapid cultural change on social media can further intensify fatigue risks so as platform norms tend to reward fast experimentation and frequent creative reinvention. When organizational processes remain slow, tension can grow between platform expectations and internal decision cycles. Over time, sustaining consistent presence can become less feasible, and a silent decline in activity may then emerge without an explicit strategic exit. In such a scenario, platform fatigue can function as an indirect driver of perceived abandonment (Cotter, 2019; Fu et al., 2020).

1.4.4   Internal mismanagement

Internal mismanagement can be discussed through the broader lens of social media governance. Effective governance has been associated with clear responsibilities, standardized approval processes, ethical guidelines, integration with organizational strategy (Linke & Zerfass, 2013). Maintenance of corporate accounts can depend on informal routines when governance structures remain absent. Continuity can thus be disrupted when there are some changes in the operations and corporate structure.

The importance of internal coordination has also been highlighted in research on social media use within organizations. Platform affordances have been argued to reshape visibility, association patterns, while organizational knowledge and collaboration can be strengthened when appropriate structures are established (Treem & Leonardi, 2012). When such structures are not developed, social media may remain loosely connected to everyday workflows. Brand accounts can then be left under-owned. Responsibility for updates may become unclear across departments, while accountability for extended inactivity may not be enforced.

Internal mismanagement can also appear through inconsistent performance monitoring. Earlier work on measuring social media returns emphasized that assessment frameworks should

align with platform goals, capture relationship building, engagement value rather than only short-term sales (Hoffman & Fodor, 2010). When measurement remains vague, decision making may become reactive. Platforms labeled as weak performers can be deprioritized too quickly, while deeper weaknesses in content planning or audience targeting remain unresolved. Over time, neglect can be normalized under the language of performance, allowing abandonment to be perceived later.

Links between internal mismanagement and abandonment can be explained through both operational and interpretive routes. Weaker governance can produce reduced consistency in posting behavior. At the same time, employees may interpret prolonged silence as evidence of managerial ambiguity, limited strategic coherence, inadequate cross-functional coordination.

1.4.5 Lack of a formal exit strategy

Exit strategy has received less direct attention in corporate social media research than adoption or engagement. Even so, strategic literature implies that platform portfolios should be managed across a full lifecycle. Social media marketing strategy has been defined as a structured pattern of decisions that includes platform selection, governance design (Li et al., 2021). A reasonable implication can be drawn: exit decisions form part of strategic responsibility, even when explicit labels are not commonly used in empirical studies.

A lifecycle perspective can also be inferred from strategic integration frameworks emphasizing coherent brand presence across touchpoints (Felix et al., 2017; Verhoef et al., 2015). When a platform no longer aligns with brand priorities, a formal redirection process can be expected in the way that stakeholders can be informed about successor channels, archived content can be managed with care, risks tied to dormant accounts can be addressed. When such formalization is missing, withdrawal may be carried out silently.

A key consequence of undefined exit planning is the blurring of meaning between strategic withdrawal and operational neglect. External audiences may struggle to interpret why activity has declined. Internal marketing staff may also lack clarity about what the silence reflects. Such ambiguity can intensify perceived abandonment. Lack of a formal exit strategy can therefore be conceptualized as more than a missing procedural tool; interpretive uncertainty can also be produced inside organizations shaping how abandonment is understood.

1.4.6 Neglect of digital risk and security

The issue of digital risk and security is becoming a core part of contemporary corporate communication. The accounts on social media can be treated as assets of identity, which have the reputational value, and exposure to malicious targeting might increase when the supervision

becomes less strong. The risk aspect featured in reputation centred research in which ambient publicity was proposed to escalate the vulnerability of the organization when the surveillance or control is weak (Aula, 2010).

The value of risk oversight in the digital context has also been added to by a wider ethical and governance prism. With the integration of digital systems into the organizational life, the aspects of safe and open practices have been underscored as the source of trust and legitimacy (Stohl et al., 2017). Though abandonment is not the only item of that literature, they provide conceptual grounds to argue that the neglected accounts can be an indicator of poor digital stewardship.

Support can also be drawn from technostress research, where digital complexity was suggested to challenge maintenance routines and oversight capacity, particularly when teams are understaffed or when role clarity remains limited (Tarafdar et al., 2015). In such settings, security practices may be applied inconsistently. Inactive accounts might not be reviewed regularly for access control, policy compliance, impersonation risks. Even without direct incidents, a perception can form among employees that risk is being underestimated. Neglect of digital risk and security can therefore reinforce abandonment perceptions, since an inactive account may be viewed not only as communicatively problematic but also as potentially unsafe within the organization's digital footprint.

International organizational factors that may affect the social media account abandonment is summarized in Table 1 below.

Table 1

Internal Organizational Factors Linked to Social Media Account Abandonment

Internal Factor (Abreviation)	Definition	Key References
Strategic Shift (SS)	Perceived redirection of company priorities and platform portfolios, leading to reduced attention to certain corporate social media accounts. This reflects the view that social media strategy is an evolving portfolio of decisions.	Social media strategy as portfolio evolution (e.g., Felix et al., 2017; Li et al., 2021).
Resource Constraints (RC)	Perceived limitations in time, budget, staffing, or skills that restrict the ability to maintain consistent activity across corporate social media accounts.	Organizational resource limits as barriers to social media continuity (e.g., Michaelidou et al., 2011).
Platform Fatigue (PF)	Perceived exhaustion or declining motivation among internal digital staff due to sustained platform demands and diminishing perceived returns. This ties to *technostress* and burnout from continuous online engagement.	Digital fatigue and technostress in social media roles (e.g., Bright & Logan, 2018; Tarafdar et al., 2015; Zhang et al., 2016).

Internal Mismanagement (IM)	Perceived weaknesses in governance, unclear roles/responsibilities, poor coordination, or lack of oversight in managing the organization's social media activity.	Social media governance gaps and role ambiguity (e.g., Linke & Zerfass, 2013).
Lack of Formal Exit Strategy (LES)	Perceived absence of clear procedures or communication plans for responsibly winding down activity, transitioning followers, or closing accounts when needed.	Lifecycle management of social platforms requiring exit plans (e.g., Felix et al., 2017; Li et al., 2021).
Neglect of Digital Risk/Security (NRS)	Perceived underestimation of reputational and security risks associated with inactive or unmonitored accounts. Inactivity without oversight is seen as creating vulnerability or reputational risk.	Reputation risk in silent channels and need for digital stewardship (e.g., Aula, 2010; Stohl et al., 2017).

Source: author's construction.

1.5 Perceived social media abandonment and employee-based evaluation

Perceived social media abandonment has been positioned in the present thesis as an interpretive construct shaped by employees directly involved in digital operations. Such a focus is necessary because abandonment is not always declared through formal organizational action. In many cases, inactivity emerges gradually through the cumulative effects of shifting priorities, resource reallocation, governance gaps. As a result, meaning is often constructed through internal sensemaking rather than through explicit policy statements.

The role of internal sensemaking aligns with research on social media in organizational settings, where digital platforms were described as spaces reshaping communication visibility and coordination expectations (Treem & Leonardi, 2012). When corporate accounts remain inactive, internal teams may infer that strategic coherence has weakened or that organizational support for digital operations has declined. Such inferences can become stronger when other internal signals are observed at the same time. A reduction in content budgets, instability of team roles, repeated shifts in leadership attention may be read together with inactivity as a wider abandonment pattern.

Employee-based evaluation also fits capability research so as social media performance is linked to marketing capabilities (Trainor et al., 2014; Tajvidi & Karami, 2017). Employees engaged in such processes are often exposed to operational realities behind performance outcomes, and their perceptions can therefore capture visible inactivity alongside internal pressures that external audiences cannot easily observe. Because of such familiarity, perceived abandonment can serve as a meaningful indicator of how internal systems function.

The value of a distinct abandonment construct has also been implied by emerging brand-level research examining patterns and predictors of account inactivity. Rather than treating inactivity as a uniform phenomenon, differences were suggested between stable maintenance, gradual decline, clear withdrawal choices (Sanders & Freberg, 2020). Such insight supports the

idea that employees may detect complex shifts in organizational commitment. Whether inactivity reflects strategic shift or managerial failure are likely to be the judgements of employees. That distinction matters for the present model because perceived abandonment is expected to operate as the mediating interpretation through which internal factors translate into broader performance perceptions.

Normative expectations about corporate presence can also shape perceived abandonment. Foundational literature emphasized that platforms operate as interactive spaces where brand meaning is co-created, stakeholder expectations develop through repeated engagement cycles (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). Such expectations are internalized by employees as well. Corporate silence may therefore appear as a deviation from accepted digital communication standards. A sense of reputational exposure can arise when competitors remain visible. A sense of weakened customer support capacity may also be inferred when prolonged gaps in posting or responding are noticed.

In that way, perceived abandonment can be understood as a composite judgment combining operational observation with strategic inference. Not only the absence of posts is evaluated. The meaning of that absence is interpreted through internal knowledge of decision routines, budget allocation, risk management. Such interpretive character justifies employee-based measurement. A related expectation is also reinforced: perceived abandonment is likely to be associated with negative perceptions of business performance, particularly when social media is viewed as a signal of marketing capability and market responsiveness.

1.6 Link between perceived abandonment and perceived business performance

A theoretical justification for the relationship between perceived social media abandonment and perceived business performance can be provided when corporate social media is treated as a strategic resource and as an observable expression of marketing capability. Competitive advantage has been explained in the resource based view as being supported by assets and capabilities that are valuable, difficult to imitate, and embedded within organizational routines (Barney, 1991). Within digital markets, corporate social media accounts can be interpreted as assets of that type because relationship building, brand meaning reinforcement, and access to stakeholder feedback are facilitated. When such assets are perceived as abandoned, a judgment can be formed that a potentially valuable resource is being underused or allowed to depreciate.

The logic can be reinforced by a dynamic capabilities perspective. The dynamic capabilities perspective states that performance in turbulent environments can be linked to the ability to reconfigure resources and sustain organizational responsiveness at the same time (Teece

et al., 1997). Rapid shifts in audience behaviors and platform norms have been recognized as defining features of social media environments. A stable ability to remain visible and responsive can therefore be interpreted as part of an organization's capacity to sense and respond to market signals. When abandonment is perceived, reduced adaptability can be attributed to the organization within a digitally mediated competitive arena. A negative performance interpretation can therefore be expected to emerge, not only because a channel is inactive, but also because the inactivity can be read as an indicator of weakened adaptive capacity.

A more direct bridge between social media presence and performance evaluation has been offered by marketing capability scholarship. Market driven capabilities have been described as organizational skills through which knowledge is integrated, resources are coordinated, and effective responses to customer and competitor moves are enabled (Day, 1994). Improved performance has been associated with stronger capabilities, as more coherent customer value delivery is supported. A later empirical stream suggested that performance advantages can be explained by how effectively marketing resources are converted into market facing outcomes (Morgan et al., 2009). In such a context, corporate social media presence can be interpreted as a visible output of marketing capability deployment. When an account is perceived as abandoned, weakened or poorly coordinated marketing capability can be inferred. Employee assessments of business performance can reasonably be influenced by that judgment.

Also, we should appreciate how the meaning of performance is formed in digital environments where often, indirect financial confirmation is used instead of direct one. Customer involvement has been understood as a behavioral and relationship result that comes from continuous interactions at brand touchpoints (Van Doorn et al., 2010). A like understanding stressed that this engagement shows the strength and quality of consumer participation during their experiences with brands (Vivek et al., 2012). Accounts in social media offer an area easy to reach where interaction can start and be seen. When the act of leaving is noticed, it could mean less chances for engagement are there. The belief can mould internal performance evaluations even if instant loss in sales is not verified yet. Anticipation of future decline in brand loyalty and customer support may arise when diminished interaction is noticed.

Additional support can be provided by brand equity logic. Brand equity is defined as the set of associations and perceptions that add value to a product and/or service beyond functional performance (Aaker, 1991). A customer-based view similarly emphasizes that meaningful brand knowledge structures are built through consistent exposure with positive associations (Keller, 1993). Corporate social media activity contributes to the process by reinforcing brand narratives, and inconsistency in brand reinforcement can be inferred when an account is perceived as

abandoned. A decline in perceived brand energy can then be expected to shape a negative performance evaluation among employees who are aware of competitive attention dynamics.

A signaling perspective can also be used to explain why visible inactivity may influence performance perceptions. In cases where information about strategic intent is incomplete, observable cues are often relied upon for inferences about organizational quality and direction (Connelly et al., 2011). Corporate social media accounts can function as such cues because public investments of time, attention, and content production capacity are represented. Abandonment can be interpreted as a signal that resources are constrained, that priorities have been revised in an unstable manner, or that managerial coordination is weak. Even when strategic withdrawal is rational, the absence of clear communication can cause abandonment to appear involuntary rather than planned. Interpretive uncertainty can therefore be intensified, and negative performance judgments can be strengthened.

The same logic can be used to consider reputational issues. Reputation has been defined as being especially susceptible to extended systems of networking where information dissemination is rapid and organizational reactions assessed within the realtime (Aula, 2010). The fact that corporate accounts are dormant in the case of a lack of action on the matter can be assumed to have a reduced competence to rectify the misinformation or to react to the criticism of the stakeholders. The perceived vulnerability can internalize in to the employees as a performance risk as reputational damage has historically been linked to consumer denial and lack of trust.

Measurement scholarship is also applicable in justifying the adoption of a perceived performance outcome in the current thesis. Subjective performance measures were stated to be useful as valid measures in cases where objective data is not available to respondents and also when internal assessments on organizational effectiveness are being assessed (Dess and Robinson, 1984). A more expanded discussion of the measurement of business performance also highlighted that the performance is of a multidimensional nature and can be judged appropriately on the basis of perceived measures of performance that measure the competitive positioning, market performance and strategic performance (Venkatraman and Ramanujam, 1986). The leading indicators of marketing effectiveness are sometimes visible to employees working in digital operations, both through the engagement shifts, the feedback patterns and the competitors visibility. Performance ratings might thus be informed judgment as opposed to uninformed opinion.

At the same time, alternative interpretations should be acknowledged. Strategic refinement of platform portfolios can be executed to strengthen efficiency and focus attention on higher value

channels. Under a dynamic capabilities view, performance can be supported when reconfiguration is communicated clearly and resource redeployment is implemented. A negative performance perception is therefore not an inevitable consequence of reduced activity. Greater likelihood can be expected when inactivity is not accompanied by visible signals of purposeful transition. When formal exit communication is absent, neglect can be inferred. Under such ambiguity, internal performance judgments can reasonably shift toward negative appraisal (Teece, Pisano, & Shuen, 1997; van den Berg & Verhoeven, 2017).

In summary, a theoretical justification for a negative link between perceived abandonment and perceived business performance can be grounded in the resource based view, dynamic capabilities, marketing capability scholarship, customer engagement logic, brand equity theory, and signaling processes (Aaker, 1991; Barney, 1991; Connelly et al., 2011; Day, 1994; Keller, 1993; Morgan et al., 2009; Teece et al., 1997; Van Doorn et al., 2010; Vivek et al., 2012).

1.7 Summary of the literature and research gap

The literature examined in this chapter has laid a groundwork for understanding the abandonment of corporate social media as an important organizational event. Corporate social media is commonly viewed as a strategic point through which expectations regarding relationships, brand stories and market indications are constantly discussed. The lasting effectiveness of this interface relies on internal conditions within the organization that determine if digital involvement can be handled as a steady skill. The studies we looked at also indicate that activity on social media must not be handled as a separate marketing technique. Instead, it has to be seen as part of larger organizational systems which involve aligning strategies, mature governance and developing abilities.

Research pathways that looked into the formation of digital results from organizational resources and managerial coordination have strengthened internal focus. Marketing capability studies proposed that exceptional performance is clarified not just by possession of digital instruments but also with the ability to harmoniously use them in market facing routines (Day, 1994; Morgan et al., 2009). A dynamic capabilities viewpoint included that organizational success in unstable environments relies on how well an organization can adapt and rearrange its resources according to changing marketplace situations (Teece et al., 1997). Applying these viewpoints to company social media, keeping the platform can be seen as a sign of organization flexibility and management of resources. So, being inactive is probably not just because of the features of the platform itself.

Research on digital stress and fatigue has given ideas for considering organizational withdrawal as a possible result of ongoing pressure. Studies about technostress indicate that working in digital environments can cause tension when demands related to complexity and connectivity exceed the perceived support and control (Tarafdar et al., 2015). If this kind of strain is applied to corporate social media contexts, it creates a reasonable path where platform fatigue becomes not just an individual response but also an organization-wide issue that could decrease regular activity. This structure has reinforced the reasoning for incorporating platform fatigue as an internal explanatory element.

Research on resource barriers has given more understanding about how the ongoing digital interaction can be limited. Previous studies indicated that lack of time, skills and finances may reduce an organization's capability to keep regular activity on social media (Michaelidou et al., 2011). This proof backs the idea that risk of dropping out could grow when social media projects extend further than what is manageable. We can draw a comparable conclusion when marketing divisions have to deal with wider cost control and when digital priorities are rearranged without proper planning for closure.

Also, research on governance has been a key pillar for understanding internal factors. It is suggested that managing social media needs clear decision-making rights, defined role assignment, policy guidelines and supervision frameworks (Linke & Zerfass, 2013). If these structures are not strong or formalized, the accountability of maintaining accounts may become unclear. In this situation, there can be a greater chance of irregular actions. Therefore, leaving something could be seen as a result of inner poor management and not only as an intentional decision.

The reviewed literature also implies that formal exit strategy planning remains less mature in corporate social media practice. Although adoption and performance have received extensive attention, the lifecycle perspective, including deliberate withdrawal and stakeholder redirection, has been less thoroughly conceptualized. This absence is consequential because withdrawal without formal explanation can create interpretive ambiguity. Under such ambiguity, employees and external audiences may infer neglect rather than strategic refinement. This condition supports the inclusion of lack of a formal exit strategy in the abandonment model.

The study of digital risk and security has provided an extra reason to look into abandonment, not just from the point of communication logic. Reputation risk is seen as more intense in networked environments where a company's silence can increase its vulnerability (Aula, 2010). Wider CSR discussions and policies suggest that modern organizations are progressively

expected to take on responsible digital stewardship (Stohl et al., 2017). If accounts are left without activity, it can suggest not only inconsistency in the brand but also weakness in oversight. Such a suggestion can influence internal opinions about an organization's maturity and dependability.

Even with this theoretical base, there are still numerous gaps that warrant the particular focus of current thesis. Firstly, practical investigation into corporate social media abandonment is not as developed in comparison to wider literature on social media marketing. Adoption, engagement and performance measurement have been deeply explored; however, abandonment has mostly been talked about indirectly. So, a systematic observational method is still needed for understanding the reasons of abandonment.

Secondly, an inclusive approach for internal factors has been scarce in earlier studies. Research usually concentrates on separate obstacles or wide governance topics without merging several internal dimensions into one model that can be examined at the same time. This thesis fills this gap by forming a six-factor structure which includes strategic shift, resource limitations, platform fatigue, mismanagement internally, absence of exit strategy and overlooked digital risk and security issues into a logical explanation pattern.

Third, the internal employee perspective has remained underrepresented in abandonment research. Many studies have assessed brand level data from public platforms or focused on consumer engagement outcomes. Less attention has been given to how employees responsible for digital operations interpret inactivity and translate internal conditions into abandonment perceptions. This gap is significant because employees often possess contextual knowledge about resource tensions, approval processes, and strategic uncertainty that is not visible externally. Their perceptions can therefore provide valuable insight into why abandonment emerges and why it is interpreted as meaningful for performance.

Fourth, the performance link has been insufficiently examined through perception based pathways. While objective performance outcomes are important, perceived performance can capture early warning signals and internal confidence levels in digital capability. Existing performance measurement literature supports the validity of subjective performance constructs when they reflect informed internal evaluations (Dess & Robinson, 1984; Venkatraman & Ramanujam, 1986). The present study builds on this logic by focusing on perceived business performance as an outcome of perceived abandonment.

In sum, the research gap has been defined as a need for an integrated, employee centered model that explains perceived corporate social media abandonment through multiple internal factors and that clarifies how this abandonment is linked to perceived business performance. The following

conceptual model is intended to address this gap and to provide a structured foundation for empirical testing.

1.8 Conceptual model and hypotheses

The conceptual model of the present thesis has been designed around two linked elements. Perceived social media abandonment has been positioned as a central dependent construct influenced by six internal organizational factors. Perceived business performance has also been framed as an outcome expected to decline when higher perceived abandonment is reported. Alignment with organizational capability logic has been maintained, since internal conditions are viewed as shaping the stability of strategic assets, while broader performance assessments are influenced by the perceived stability of such assets (Barney, 1991; Day, 1994; Teece et al., 1997).

Strategic shift has been included to reflect the view that platform portfolios are realigned as competitive strategies evolve. Under a dynamic capabilities lens, organizational priorities are rarely static, while resource reconfiguration is often required to preserve fit with changing markets (Teece et al., 1997). Once such shifts are implemented, activity on selected accounts can decline, especially when newer platform choices are prioritized. If transition communication is not provided, an abandonment perception may be formed among employees. This raises the following hypothesis:

H1: strategic shift has a positive impact on perceived social media abandonment.

Resource constraints have been positioned as another antecedent because sustained account maintenance depends on reliable allocations of time, skills, budget. Research on organizational limitations suggested that strategic intentions can be weakened when capacity fails to match portfolio scope (Michaelidou et al., 2011). When such mismatch persists, selective platform maintenance can emerge. Reduced staffing or declining budget support for certain channels may be observed by employees, after which inactivity can be interpreted as abandonment. Thus, the following hypothesis is tested:

H2: resource constraints has a positive impact on perceived social media abandonment.

Platform fatigue has been incorporated to represent cumulative pressures linked to continuous engagement in fast-moving digital environments. Technostress scholarship suggested that digital overload, complexity can generate exhaustion that shapes work outcomes (Tarafdar et al., 2015). Consistent platform maintenance can be difficult to sustain when exhaustion becomes embedded within social media teams. A stronger withdrawal perception may also develop when

resource pressure or unclear strategic direction is experienced in parallel. Having said that, the following hypothesis is tested within the scope of this study:

H3: platform fatigue has a positive impact on perceived social media abandonment.

Internal mismanagement has been included to capture governance weaknesses that can disrupt coordination or dilute accountability for account maintenance. Social media governance research emphasized the importance of clear roles, decision rights, monitoring structures to support consistent, responsible corporate communication (Linke & Zerfass, 2013). When governance maturity remains limited, inactivity can appear without a clear owner responsible for correction. Such visible silence can then be interpreted by employees as abandonment. This raises the following hypothesis:

H4: internal mismanagement has a positive impact on perceived social media abandonment.

Lack of a formal exit strategy has been added to reflect the lifecycle dimension of corporate digital assets. Social media scholarship has extensively discussed adoption, performance, yet exit planning has been less systematized. A lifecycle perspective implies that withdrawal should be accompanied by stakeholder redirection, clear communication so uncertainty is reduced. When formal procedures are not applied, declining posting activity may be read as neglect rather than purposeful transition. Thus, the following hypothesis can be formulated:

H5: lack of a formal exit strategy has a positive impact on perceived social media abandonment.

Neglect of digital risk and security has been included to emphasize that corporate accounts can be viewed as identity assets requiring oversight beyond content production. Reputational vulnerability in digital environments was suggested to intensify when monitoring remains weak (Aula, 2010). CSR-focused policy research also implied that responsible digital stewardship is increasingly tied to organizational legitimacy (Stohl et al., 2017). When risk oversight is perceived to be insufficient, inactivity may be interpreted not only as a strategic omission but also as unsafe digital neglect. Therefore, the following hypothesis is tested:

H6: neglect of digital risk and security has a significant impact on perceived social media abandonment.

The final segment of the model links perceived abandonment with perceived business performance. Corporate social media accounts have been treated as resources, also as capability outputs through which internal beliefs about market responsiveness or competitive readiness can

be shaped. When abandonment is perceived, fewer customer engagement opportunities can be inferred, weaker brand equity reinforcement can be expected, diminished marketing capability effectiveness may be assumed. Such inference aligns with the resource-based view, where underutilization of valuable assets can be linked to competitive disadvantage over time (Barney, 1991). Marketing capability theory also suggested that performance can weaken when market-facing routines remain inconsistent or under-supported (Morgan et al., 2009). As a result, the following hypothesis is formulated:

H7: perceived social media abandonment is negatively associated with perceived business performance.

2. RESEARCH METHODOLOGY

2.1 Research design

The purpose of the empirical research was defined as the testing of the proposed causal structure that links internal organizational factors to perceived corporate social media abandonment and that connects perceived abandonment to perceived business performance. This

purpose was derived from the approved research aim, which requires an evaluation of how internal organizational conditions influence abandonment perceptions and how abandonment is interpreted as performance relevant by employees engaged in digital operations. A quantitative approach was selected because the conceptual model was specified in advance and because a structured evaluation of directional relationships was required. This decision was aligned with established guidance that supports survey based hypothesis testing when constructs are theoretically grounded and when relationships are articulated in a deductive form (Saunders et al., 2019).

A cross sectional design was adopted. This design was considered suitable because employee perceptions of internal organizational conditions and of social media inactivity were intended to be captured at a single point in time. The empirical focus was placed on interpretation of organizational practices rather than on time based observation of posting frequency across platforms. Cross sectional surveys have been frequently used in organizational and marketing research when attitudes, evaluations, and perceived outcomes are assessed within a defined theoretical framework (Saunders et al., 2019). Nevertheless, the inferential boundaries of this design were acknowledged. A temporal sequence between antecedents and outcomes cannot be confirmed with the same strength as in longitudinal designs. For this reason, the direction of relationships was justified primarily through the theoretical reasoning developed in the literature review.

A deductive logic was followed. The conceptual model and hypotheses were retained without modifications so that the empirical contribution would be expressed through statistical testing of the approved framework.

2.2 Research model and hypotheses

The research model was structured in two connected segments. In the first segment, six internal organizational factors were positioned as antecedents of perceived social media abandonment. In the second segment, perceived abandonment was positioned as a predictor of perceived business performance. This sequence was aligned with capability based interpretations of organizational outcomes in which internal structures and resources shape the strength of market facing routines, while weakened routines influence performance evaluations (Barney, 1991; Day, 1994).

Figure 1

Conceptual Framework
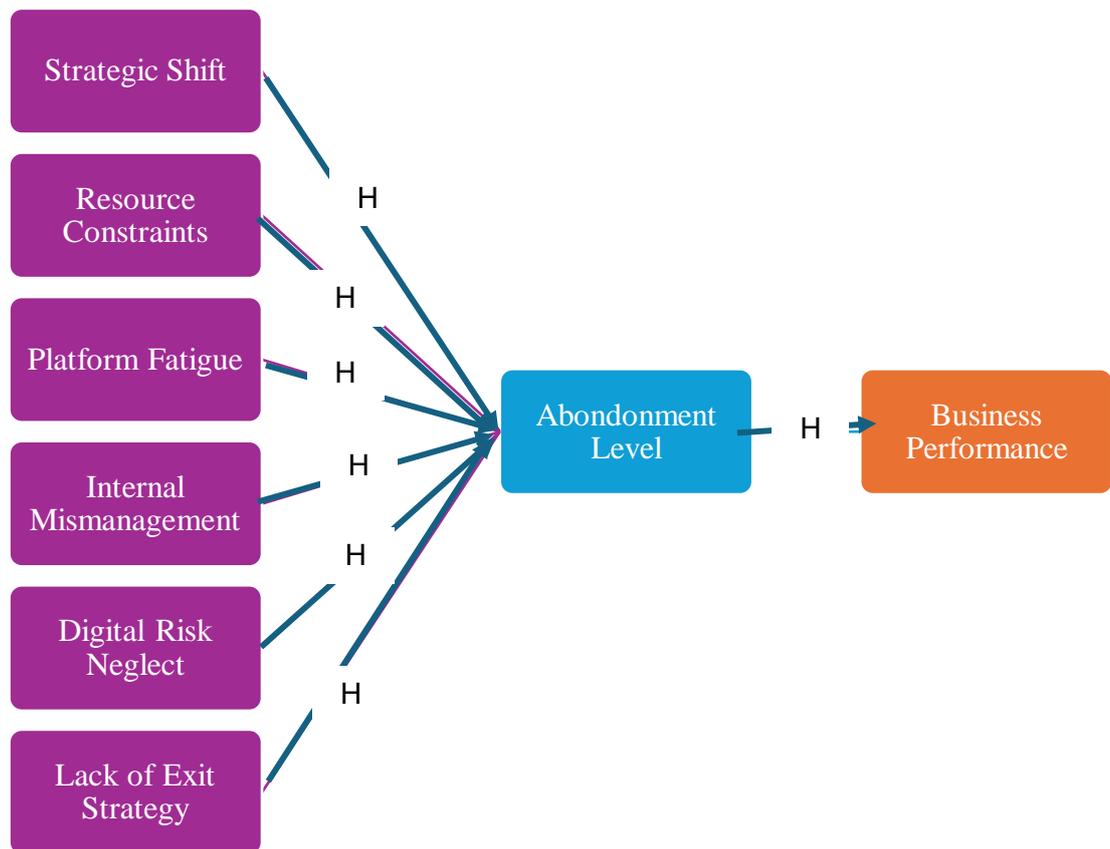
Source: author's construction based on literature review.

The hypotheses were tested in their original wording. This preservation was required to ensure full consistency with the conceptual model and the approved research aim and objectives. The following hypotheses were therefore restated and tested:

H1: Strategic shift has a positive impact on perceived social media abandonment.
H2: Resource constraints has a positive impact on perceived social media abandonment.
H3: Platform fatigue has a positive impact on perceived social media abandonment.
H4: Internal mismanagement has a positive impact on perceived social media abandonment.
H5: Lack of a formal exit strategy has a positive impact on perceived social media abandonment.
H6: Neglect of digital risk has a positive impact on perceived social media abandonment.
H7: Higher perceived social media abandonment is negatively associated with perceived business performance.

A positive directional expectation was embedded in H1 to H6 because each internal domain was conceptualized as increasing the probability that sustained inactivity is interpreted as abandonment. A negative expectation was embedded in H7 because abandonment was theorized as a signal of weakened marketing capability and reduced customer engagement capacity, which

can shape cautious internal performance evaluations (Morgan et al., 2009; Venkatraman & Ramanujam, 1986).

2.3 Variables, constructs, and operational definitions

Eight core constructs were defined in the study. Six independent constructs were represented by strategic shift, resource constraints, platform fatigue, internal mismanagement, lack of a formal exit strategy, and neglect of digital risk and security. Perceived social media abandonment was positioned as the dependent construct in the first segment of the model and was also treated as the linking construct in the second segment. Perceived business performance was positioned as the final dependent construct.

Perceived performance was used because employees responsible for digital operations may not have access to complete financial statements or to detailed marketing attribution systems. The use of subjective performance indicators has been supported in strategy research when internal respondents possess informed evaluations of competitive positioning and operational effectiveness (Dess & Robinson, 1984; Venkatraman & Ramanujam, 1986).

Operational definitions were established to protect conceptual boundaries between predictors and outcomes. These definitions are summarized in Table 2.

Table 2

Variables and operationalization.

Construct role / Research model variable	Construct	Operational definition used in this thesis
Independent	Strategic shift	The perceived degree to which company level priorities and platform portfolios were redirected, leading to reduced attention to specific corporate social media accounts. The definition reflected the view that social media strategy involves evolving portfolio decisions.
Independent	Resource constraints	The perceived limitation of time, budget, staffing, or skills that restricts the ability to maintain consistent activity across corporate accounts.
Independent	Platform fatigue	The perceived exhaustion or declining motivation among internal digital staff caused by sustained platform demands and diminishing perceived returns. The framing was linked to fatigue and technostress insights.
Independent	Internal mismanagement	The perceived weakness of governance, role clarity, coordination, and performance oversight for corporate social media activity.
Independent	Lack of a formal exit strategy	The perceived absence of clear procedures and communication plans for responsibly reducing activity, migrating audiences, or closing accounts.

Independent	Neglect of digital risk and security	The perceived underestimation of reputational and security risks connected with inactive or weakly monitored corporate accounts.
Dependent in Model 1, dependent/predictor in Model 2	Perceived social media abandonment	The employee based judgment that a corporate account has been left inactive for an extended period without clear strategic communication of closure or transition.
Dependent	Perceived business performance	The employee based evaluation of how abandonment affects market effectiveness, brand credibility, customer responsiveness, and competitive readiness.

Source: author's construction based on literature review.

2.4 Construct development and measurement approach

A structured questionnaire was used to measure all constructs. It was clarified at this stage that previously validated standardized scales for corporate social media abandonment were not available as a unified instrument. For this reason, the constructs were operationalized through an adapted conceptual approach.

Strategic shift items were formulated to capture perceived reprioritization of platforms and reallocation of attention across the digital portfolio. The item logic was informed by social media strategy frameworks that emphasize coherent platform selection and alignment of government (Felix et al., 2017; Li et al., 2021). Resource constraint items were designed to reflect perceived limitations in staffing, time allocation, budget support, and skill access. This logic was supported by research that identified such barriers as critical for sustaining organizational social media presence (Michaelidou et al., 2011). Platform fatigue items were developed to capture perceived exhaustion of digital teams exposed to continuous content and monitoring expectations. The relevance of fatigue was supported by discontinuance research and by technostress scholarship that links digital overload to reduced engagement and effectiveness (Bright & Logan, 2018; Tarafdar et al., 2015; Zhang et al., 2016).

Internal mismanagement items were framed to reflect perceived governance gaps, unclear accountability, and weak cross functional coordination. This framing was supported by social media governance literature that emphasizes role clarity and oversight as prerequisites for consistent corporate communication (Linke & Zerfass, 2013). Items for lack of a formal exit strategy were developed to capture perceived absence of planned transitions and stakeholder redirection when platforms are deprioritized. This logic was aligned with the broader view that social media portfolios should be managed across their lifecycle (Felix et al., 2017; Li et al., 2021). Items for neglect of digital risk and security were formulated to reflect perceived underestimation of reputational exposure and oversight risks associated with inactive accounts. This dimension

was supported by research describing social media as an environment of intensified reputation risk and by discussions of responsible digital policy framing (Aula, 2010; Stohl et al., 2017).

Perceived abandonment items were designed to capture the employee based interpretation that inactivity is extended, visible, and insufficiently explained. Perceived business performance items were designed to capture employee evaluations of how abandonment shapes market readiness, brand credibility, and customer communication effectiveness in a regulated and trust sensitive industry.

To strengthen transparency of conceptual grounding for measurement, Table 3 summarizes the sources used to inform the construct development logic. In Table 3, the development and adaptation of all constructs are summarized. For each construct, relevant prior scales or conceptual dimensions were identified, and their core themes were translated into organization-level statements referring to corporate social media accounts in Azerbaijan. Original generic ICT or strategy wording was replaced with context-specific language, and a unified five-point agreement format was applied. Time frames were narrowed where needed, and items were grouped under eight multi-item scales. Perceived business performance was coded in a negative direction so that higher values were aligned with stronger perceived adverse impact.

Table 3

Conceptual foundations for construct development

Construct	Key literature used for conceptual grounding	Contribution to item theme design
Strategic shift	Felix et al. (2017); Li et al. (2021)	Social media strategy was treated as a portfolio of evolving decisions, supporting items that reflect reprioritization of platforms.
Resource constraints	Michaelidou et al. (2011)	Barriers of time, budget, and expertise were emphasized as drivers of inconsistent organizational social media use.
Platform fatigue	Bright & Logan (2018); Tarafdar et al. (2015); Zhang et al. (2016)	Fatigue and technostress concepts supported items capturing exhaustion and reduced motivation in digital teams.
Internal mismanagement	Linke & Zerfass (2013)	Governance principles supported items reflecting unclear roles, weak accountability, and coordination problems.
Lack of a formal exit strategy	Felix et al. (2017); Li et al. (2021)	Portfolio governance logic implied the need for planned exits and stakeholder redirection.
Neglect of digital risk and security	Aula (2010); Stohl et al. (2017)	Reputation risk and responsible digital stewardship themes supported items emphasizing oversight of dormant accounts.

Perceived abandonment	Kaplan & Haenlein (2010); Mangold & Faulds (2009)	The relational expectations of corporate social media supported items defining abandonment as sustained silence without explanation.
Perceived business performance	Dess & Robinson (1984); Venkatraman & Ramanujam (1986)	Strategy measurement logic supported subjective performance items focused on informed internal evaluation.

Source: author's construction based on literature review.

During data preparation, the dependent variable used for H7, Perceived Business Performance, was reversed in the codes so that higher values reflected a stronger perceived negative impact of corporate social media abandonment on performance-related judgments, rather than higher "positive" performance. This adjustment was already reflected in the reporting note that higher scores represented stronger negative performance impact, and it was applied to keep the direction of interpretation consistent with the logic of H7.

Perceived Social Media Abandonment was measured so that higher values indicated a higher perceived level of abandonment. No reverse coding was applied to perceived social media abandonment because the statements were already oriented in the abandonment direction (agreement reflected stronger abandonment perceptions).

The complete list of questionnaire items was positioned in the Appendix to maintain readability of the methodology chapter while ensuring that replication transparency is preserved.

Reliability assessment was planned through Cronbach's alpha. Values around or above 0.70 were interpreted as acceptable indicators of internal consistency for applied research, while stronger values were preferred for constructs central to hypothesis testing (Nunnally & Bernstein, 1994).

2.5 Population, sample size, and sampling strategy

The target population was defined as employees involved in digital operations within Azerbaijan. This group was understood to include professionals engaged in corporate social media planning, content development, community management, digital analytics, and related marketing communication duties. A purposive sampling logic was used because the study required respondents with direct exposure to account maintenance practices and internal decision making. Such a logic is commonly used when specialized professional knowledge is required and when a full randomized sampling frame is not feasible (Saunders et al., 2019).

Having determined that non probability sampling was applied and that the aim was mainly the testing of relationships in a measurement model, a rule of thumb based on an item to respondent ratio was selected. In survey based studies where multi item constructs are measured and

regression type procedures are applied, a minimum of five respondents per statement is often suggested so that more stable estimates can be supported (Hair et al., 2019; Tabachnick & Fidell, 2019).

What regards the instrument used in the thesis, 26 Likert type statements were included and were coded as Q1 to Q26.

Having said that, a 1 to 5 ratio was applied (Tabachnik & Fidell, 2019), and a target sample size of 130 respondents was derived. All said aside, the achieved sample size was treated as a practical constraint, and the gap to the target was acknowledged as a limitation for generalization.

Table 4

Sample size estimation using the 1:5 ratio method

Parameter	Value used	Rationale
Number of questionnaire statements	26	Total measured items in the instrument (Q1 to Q26) pasted
Ratio method	1:5	Minimum five respondents per statement
Resulting target sample	130	26 × 5 respondents

Source: author's construction based on rule of thumb guidance (Hair et al., 2019; Tabachnick & Fidell, 2019).

2.6 Data collection

Primary data were collected through an online survey distributed via Google Forms (link to the survey: https://docs.google.com/forms/d/e/1FAIpQLSfh3Cp9mXfCs9HGQJN2AGYZTSDJ4f2S2vWlIe3Hbha5cBCsEg/viewform?usp=header) from November 1st till 15th December 2025. Google Forms was selected because efficient distribution, standardized item presentation, and straightforward export of responses for statistical analysis were supported. Suitability for digital professionals was also assumed, since routine use of online communication environments is often reported in such roles.

The survey was disseminated through professional networks and organizational contact channels relevant in Azerbaijan. Participation was kept voluntary. An information statement was provided at the beginning of the questionnaire, and the purpose of the study, the academic nature of data usage, and the confidentiality conditions were clarified. No personally identifying information was requested beyond broad demographic descriptors.

Demographic questions were included to describe the sample in terms of role scope, years of experience in digital operations, and organizational positioning. Context for interpretation was provided through these descriptors. Boundaries for generalization were also clarified through the same information.

2.7 Data analysis methods

Quantitative analysis was conducted using SPSS. SPSS was selected because reliable procedures for descriptive analysis and measurement testing were provided. Factor examination, correlation assessment, and regression based hypothesis testing were also supported within the software. Appropriateness for evaluation of the proposed model was therefore assumed.

Data screening was conducted prior to hypothesis testing. Missing values were examined to identify whether non response patterns appeared random. Outliers were reviewed through standardized values and distribution inspection. Normality was evaluated through skewness and kurtosis indicators along with visual checks. Transparent consideration of regression assumptions was supported through inclusion of these checks.

Descriptive statistics were produced for all constructs. Means and standard deviations were calculated to provide an initial overview of perceived strength for each internal factor and to reflect how abandonment and performance were evaluated. Reliability analysis was performed for each scale using Cronbach's alpha. Exploratory factor analysis was applied to examine whether item clustering was consistent with the theoretical construct structure.

Hypothesis testing was aligned with the conceptual sequence of the model. For H1 to H6, perceived social media abandonment was treated as the dependent variable, and the six internal factors were entered as predictors in a multiple regression model. Evaluation of individual standardized effects was enabled while the presence of other internal factors was controlled. Multicollinearity was examined through tolerance and variance inflation factor values.

For H7, perceived business performance was treated as the dependent variable, and perceived abandonment was treated as the predictor. The expected negative direction was tested through regression analysis. An indirect influence of internal factors on performance through perceived abandonment was implied by the conceptual model. Primary statistical reporting was kept focused on the stated hypotheses so that alignment with the approved testing structure was preserved.

2.8 Ethical considerations

Ethical principles were integrated into the research process. Informed consent was obtained through the survey introduction. Voluntary participation was ensured, and discontinuation was allowed at any time. Confidentiality was protected, and responses were treated anonymously. Sensitivity was anticipated because internal organizational conditions were evaluated by employees. Respondents were therefore encouraged to provide professional judgments without disclosing proprietary information. Alignment with widely used ethical guidance for business research was maintained (Saunders et al., 2019).

2.9 Limitations

Several methodological limitations were acknowledged. First, strong causal claims were restricted by the cross-sectional design, even though the direction of relationships was justified theoretically. Second, a risk of common method bias was created by the use of a single self-report instrument. Procedural and statistical checks were applied in line with recommended practices to reduce that risk (Podsakoff et al., 2003).

Despite such limitations, the dataset was treated as adequate for the planned regression-based hypothesis testing, given the focused industry context and the specialized respondent group. Meaningful insights into internal abandonment drivers in Azerbaijan were therefore intended to be offered. Greater confidence is still expected to be achieved in future research when larger and more diversified samples are used.

3. RESULTS ON THE RELATIONSHIP BETWEEN CORPORATE SOCIAL ACCOUNTS ABANDOMENT AND BUSINESS PERFORMANCE

3.1 Organizational Statistics

In the role distribution, a strong concentration was observed in communication-facing functions: Marketing Specialists were represented most prominently at 30.9%, while Communication and PR Officers accounted for 24.5%. Digital Content Managers and IT or Digital Risk Managers were also substantially represented at 21.6% and 21.1%, which suggested that the sample was shaped by employees who are directly positioned within content, brand, and digital governance responsibilities.

In terms of company size, the sample was largely drawn from smaller organizations. Firms with 11 to 50 employees were reported most frequently at 41.7%, and organizations with 1 to 10 employees followed closely at 39.2%. A smaller share was indicated for mid sized companies with 51 to 200 employees at 16.2%. Only marginal representation appeared to be present for larger categories. A context was therefore suggested in which abandonment perceptions were captured mainly in settings where limited resource structures are typically expected.

Regarding industry coverage, a balanced pattern with a slight emphasis on retail was reflected. Retail was accounted for at 26.0% of responses. Strong representation was also recorded for Technology at 22.5% and for Finance at 22.1%. Participation from the Public Sector was visible at 18.6%. Telecom was reported at 10.3%. Interpretation across market oriented and institutionally oriented environments was therefore enabled.

Table 5

Organizational statistics

Dimension	Category	Number of respondents	Share (%)
	Marketing Specialist	63	30.9
	Communication/PR Officer	50	24.5
	Digital Content Manager	44	21.6
	IT or Digital Risk Manager	43	21.1
	Risk Specialist	2	1.0
	Credit Risk Analyst	1	0.5
Job role	Finance Specialist	1	0.5

	Total	204	100.0
Organization size	1–10	80	39.2
	11–50	85	41.7
	51–200	33	16.2
	201–500	2	1.0
	More than 500	4	2.0
	Total	204	100.0
Sector	Retail	53	26.0
	Technology	46	22.5
	Finance	45	22.1
	Public Sector	38	18.6
	Telecom	21	10.3
	Football club	1	0.5
	Subtotal (Sector)	**204**	**100.0**

Source: author's construction based on survey results.

3.2 Reliability and validity analysis

Internal consistency was assessed for each construct through Cronbach's alpha, and the first reliability outputs were treated as the initial findings. Strong reliability was observed for Strategic Shift ($\alpha = 0.831$), Platform Fatigue ($\alpha = 0.750$), Lack of Formal Exit Strategy ($\alpha = 0.735$), Neglect of Digital Risk and Security ($\alpha = 0.782$), Perceived Abandonment ($\alpha = 0.782$), and Perceived Business Performance ($\alpha = 0.860$). Having determined that Resource Constraints ($\alpha = 0.546$) and Internal Mismanagement ($\alpha = 0.597$) remained below the 0.70 threshold, item level diagnostics were reviewed, and one weak item was removed from each construct. For Resource Constraints, item Q5 was dropped, which corresponded to survey statement 9 about limited social media budget. For Internal Mismanagement, item Q11 was dropped, which corresponded to survey statement 15 about conflicting or inconsistent instructions. Having said that, after item removal, both constructs were retained because Cronbach's alpha was increased to an acceptable level for applied research (see Table 6).

Construct validity and factorability were supported through the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity. The overall KMO value was 0.932, suggesting excellent sampling adequacy. High item-level MSA values were also observed across all items (ranging approximately from 0.82 to 0.97), indicating that each item contributed adequately to a shared factor structure. In addition, Bartlett's test was found to be significant ($\chi^2 = 2923.456$, df =

325, p < .001), which confirmed that the correlation matrix was not an identity matrix. Therefore, the use of factor-based validation procedures was justified for the scale structure (see Table 7).

Table 6

Reliability results (Cronbach's alpha)

Construct	Items	Cronbach's α
Strategic Shift	Q1–Q3	0.831
Resource Constraints	Q4, Q6	0.742
Platform Fatigue	Q7–Q9	0.750
Internal Mismanagement	Q10, Q12	0.824
Lack of Formal Exit Strategy	Q13–Q15	0.735
Neglect of Digital Risk/Security	Q16–Q18	0.782
Perceived Abandonment	Q19–Q21	0.782
Perceived Business Performance	Q22–Q26	0.860

Source: SPSS output.

Table 7

Validity and Factorability Indicators

Test	Result
KMO (overall)	0.932
KMO (item-level MSA)	~0.82–0.97
Bartlett's test	$\chi^2 = 2923.456$, df = 325, p < .001

Source: SPSS output.

3.3 Descriptive statistics

Table 8

Descriptive Statistics

Construct	Mean	SD	Median	Min	Max	Skew	Kurtosis
StrategicShift	2.719	1.08	2.333	1.333	5	0.443	-1.259
ResourceConstraints	3.257	0.895	3.333	1	5	-0.307	-0.438
PlatformFatigue	2.985	1.059	3	1	5	0.069	-1.32
InternalMismanagement	3.284	0.932	3.333	1	5	-0.285	-0.792
LackExitStrategy	3.366	0.972	3.667	1	5	-0.45	-0.779
NeglectRiskSecurity	3.435	1.044	3.667	1	5	-0.43	-0.996

|							
PerceivedAbandonment	3.461	1	3.667	1	5	-0.513	-0.697
PerceivedBusinessPerformance	3.46	0.969	3.8	1.4	5	-0.583	-0.966

Source: SPSS output.

Note: The Perceived Business Performance scale is coded such that a higher score indicates a more negative perceived impact on performance (i.e. worse performance), not a higher positive performance. Perceived Social Media Abandonment was measured so that higher values indicated a higher perceived level of abandonment.

Descriptive statistics were reviewed for all constructs, and the central tendency values were interpreted on a five point scale (See Table 8). Having determined that the means ranged from 2.719 to 3.461, it was suggested that the overall responses were positioned around the mid to slightly agree range. The lowest mean was observed for Strategic Shift (M = 2.719, SD = 1.08), which was interpreted as a comparatively weaker agreement with the presence of strategic redirection as a cause of abandonment. Having said that, the highest means were reported for Perceived Abandonment (M = 3.461, SD = 1.00), Perceived Business Performance (M = 3.46, SD = 0.969), and Neglect of Digital Risk and Security (M = 3.435, SD = 1.044), so a stronger perceived relevance of abandonment and its negative performance implications was indicated.

What regards dispersion, SD values were close to one across constructs, so moderate heterogeneity of perceptions was implied. Coming to distribution shape, skewness values were modest in magnitude, ranging from minus 0.583 to 0.443, which suggested that severe asymmetry was not present. A small positive skew was observed for Strategic Shift, while most other constructs showed slight negative skew, meaning that somewhat higher agreement levels were more common. All said aside, kurtosis values were negative for all constructs, ranging from minus 1.32 to minus 0.438, so flatter distributions than the normal curve were indicated, with fewer extreme responses and a more even spread around the mean.

Figure 2

Likert Response Shares by Item
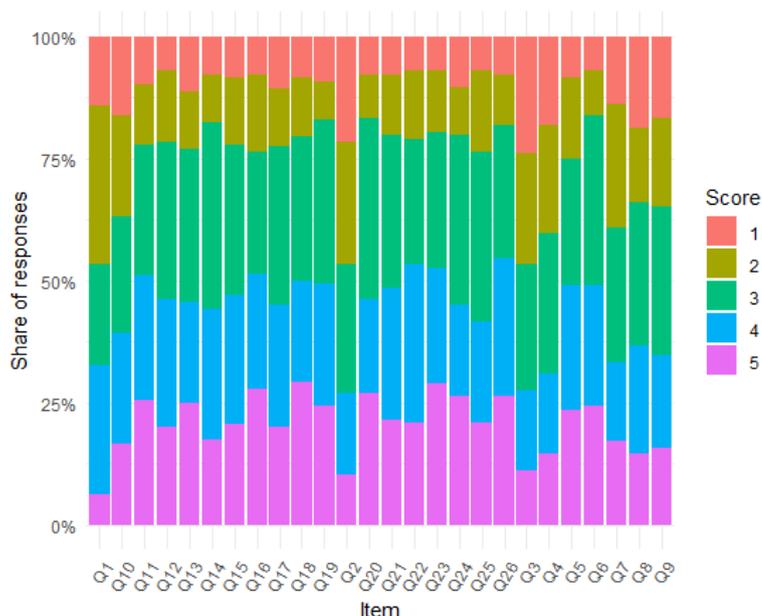
Source: author's construction.

      Response shares across items were distributed mainly in the mid-to-high range. Scores 3 and 4 were generally represented as the largest segments, while score 5 was also shown as substantial for many questions, and moderate to strong agreement with most statements was suggested. Low ratings were comparatively limited. Scores 1 and 2 were usually confined to smaller portions of each bar, so broad disagreement was not implied. For a few items, especially those labelled Q1, Q2, and Q3, a wider spread was indicated, with neutral and low scores given more space, and greater uncertainty was inferred.

Table 9

Correlation Analysis

	SS	RC	PF	IM	LES	NRS	PA	BP
SS	1	0.404	0.462	0.375	0.26	0.252	0.304	0.298
RC	0.404	1	0.482	0.601	0.634	0.628	0.616	0.692
PF	0.462	0.482	1	0.593	0.412	0.427	0.406	0.483
IM	0.375	0.601	0.593	1	0.653	0.63	0.64	0.698
LES	0.26	0.634	0.412	0.653	1	0.746	0.72	0.781
NRS	0.252	0.628	0.427	0.63	0.746	1	0.649	0.768

|								
PA	0.304	0.616	0.406	0.64	0.72	0.649	1	0.731
BP	0.298	0.692	0.483	0.698	0.781	0.768	0.731	1

Source: SPSS output.

Note: The Perceived Business Performance scale is coded such that a higher score indicates a more negative perceived impact on performance (i.e. worse performance), not a higher positive performance. Perceived Social Media Abandonment was measured so that higher values indicated a higher perceived level of abandonment.

As it can be observed from Table 9, positive associations were consistently observed across the model, so the constructs were shown to move in the expected direction. The strongest relationships with Perceived Business Performance (PB) were recorded for Lack of Exit Strategy (LES) (r = 0.781), Neglect of Risk/Security (NRS) (r = 0.768), and Perceived Abandonment (PA) (r = 0.731). Moderate-to-strong correlations were also shown among the antecedents themselves, especially between LES and NRS (r = 0.746) and between RC and IM (r = 0.601). This pattern supports conceptual overlap within the broader "organizational strain and weak exit governance" theme.

Figure 3

Correlation Matrix

Construct Correlation Heatmap
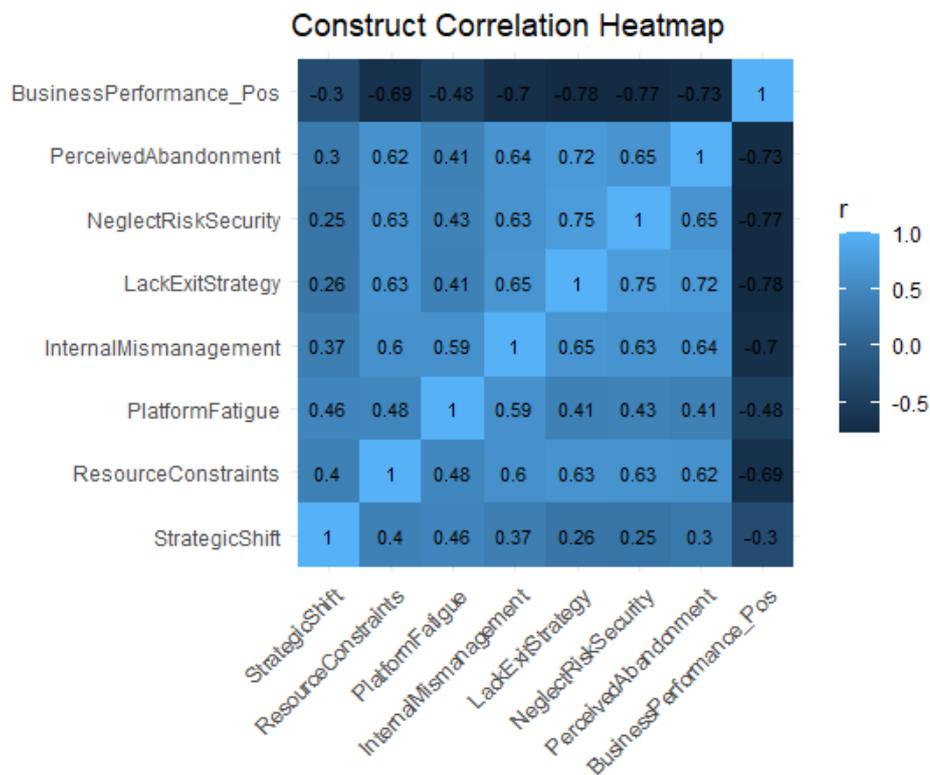
Source: author's construction.

3.4 Regression results

In this subsection, the hypotheses were evaluated using a multiple regression model for H1–H6 with Perceived Abandonment as the dependent variable and a simple regression model for H7 with Perceived Business Performance as the dependent variable.

Table 10

Hypothesis Testing (H1-H6) - Dependent variable: Perceived Abandonment

Predictor	B	SE	t	p
Intercept	0.351	0.196	1.785	0.076
Strategic Shift	0.037	0.049	0.764	0.446
Resource Constraints	0.180	0.074	2.432	0.016*
Platform Fatigue	-0.029	0.057	-0.508	0.612
Internal Mismanagement	0.230	0.076	3.042	0.003**
Lack of Formal Exit Strategy	0.395	0.077	5.132	<0.001***
Neglect of Digital Risk/Security	0.124	0.070	1.772	0.078

Model fit: R^2 = 0.596, Adjusted R^2 = 0.584, $F(6,197)$ = 48.50, $p < 0.001$ Multicollinearity: VIF range = 1.36–2.73.

Source: SPSS output.

Note: Perceived Social Media Abandonment was measured so that higher values indicated a higher perceived level of abandonment.

A substantial share of variation in Perceived Abandonment was explained by the combined predictors, since an R^2 of 0.596 was obtained. Among the six antecedents, statistically significant positive effects were detected for Resource Constraints (B = 0.180, p = 0.016), Internal Mismanagement (B = 0.230, p = 0.003), and most strongly for Lack of Formal Exit Strategy (B = 0.395, p < 0.001). Thus, higher levels of operational strain and weaker exit governance were associated with stronger abandonment perceptions. In contrast, Strategic Shift and Platform Fatigue were not supported as unique predictors in the presence of the other constructs, because their coefficients were small and non-significant. A borderline effect was suggested for Neglect of Digital Risk/Security (p = 0.078), so a modest contribution may have been indicated but firm support could not be claimed under a strict 0.05 criterion. Acceptable VIF values were observed, so harmful multicollinearity was not implied and the estimates were treated as stable (see Table 10).

Table 11

Simple regression results for H7 - Dependent variable: Perceived Business Performance.

(higher scores reflected stronger perceived negative impact on performance)

Predictor	B	SE	t	p
Intercept	1.009	0.168	6.019	<0.001***
Perceived Abandonment	0.708	0.047	15.223	<0.001***

Model fit: $R^2 = 0.534$, Adjusted $R^2 = 0.532$, $F(1,202) = 231.70$, $p < 0.001$

Source: SPSS output.

Note: The Perceived Business Performance scale is coded such that a higher score indicates a more negative perceived impact on performance (i.e. worse performance), not a higher positive performance. Perceived Social Media Abandonment was measured so that higher values indicated a higher perceived level of abandonment.

The regression results testing the hypothesis 7 is provided in Table 11. A strong and statistically robust association was identified between Perceived Abandonment and Perceived Business Performance. The positive coefficient (B = 0.708, p < 0.001) indicated that as abandonment perceptions increased, performance perceptions moved in a more negative direction, given that higher values represented stronger perceived negative impact. A large proportion of performance variance was explained by abandonment alone ($R^2 = 0.534$), so this relationship appeared not only statistically meaningful but also practically influential in the sample context. The size of the coefficient suggested that abandonment perceptions were not a secondary side effect but a central explanatory pathway in the model.

Taken together, the hypothesis testing results showed that the abandonment mechanism was best predicted by internal and governance-related pressures rather than by broad strategic change or routine platform dissatisfaction. Strongest support was provided for the pathway from a lack of formal exit strategy to abandonment perceptions, which was reinforced by significant contributions from internal mismanagement and resource constraints. These findings implied that employee or stakeholder perceptions of being "left behind" were most likely to emerge when exit decisions were experienced as poorly structured, weakly communicated, or operationally chaotic. The final link in the model was also supported, since Perceived Abandonment was strongly connected to Perceived Business Performance, indicating that relational and organizational disengagement was closely tied to negative performance evaluations.

3.5 Hypotheses results and discussion

Table 12

Summary of hypotheses decisions

Hypothesis	Proposed relationship	Decision
H1	Strategic Shift → Perceived Abandonment (+)	Rejected (p-value: 0.446)
H2	Resource Constraints → Perceived Abandonment (+)	Supported (p-value: 0.016)
H3	Platform Fatigue → Perceived Abandonment (+)	Rejected (p-value: 0.612)
H4	Internal Mismanagement → Perceived Abandonment (+)	Supported (p-value: 0.003)
H5	Lack of Formal Exit Strategy → Perceived Abandonment (+)	Supported (p-value: <0.0001)
H6	Neglect of Digital Risk/Security → Perceived Abandonment (+)	Rejected (p-value: 0.078)
H7	Perceived Abandonment → Perceived Business Performance (negative impact)	Supported (p-value: <0.0001)

Source: author's construction based on analysis.

Figure 4

Conceptual Summary of Findings
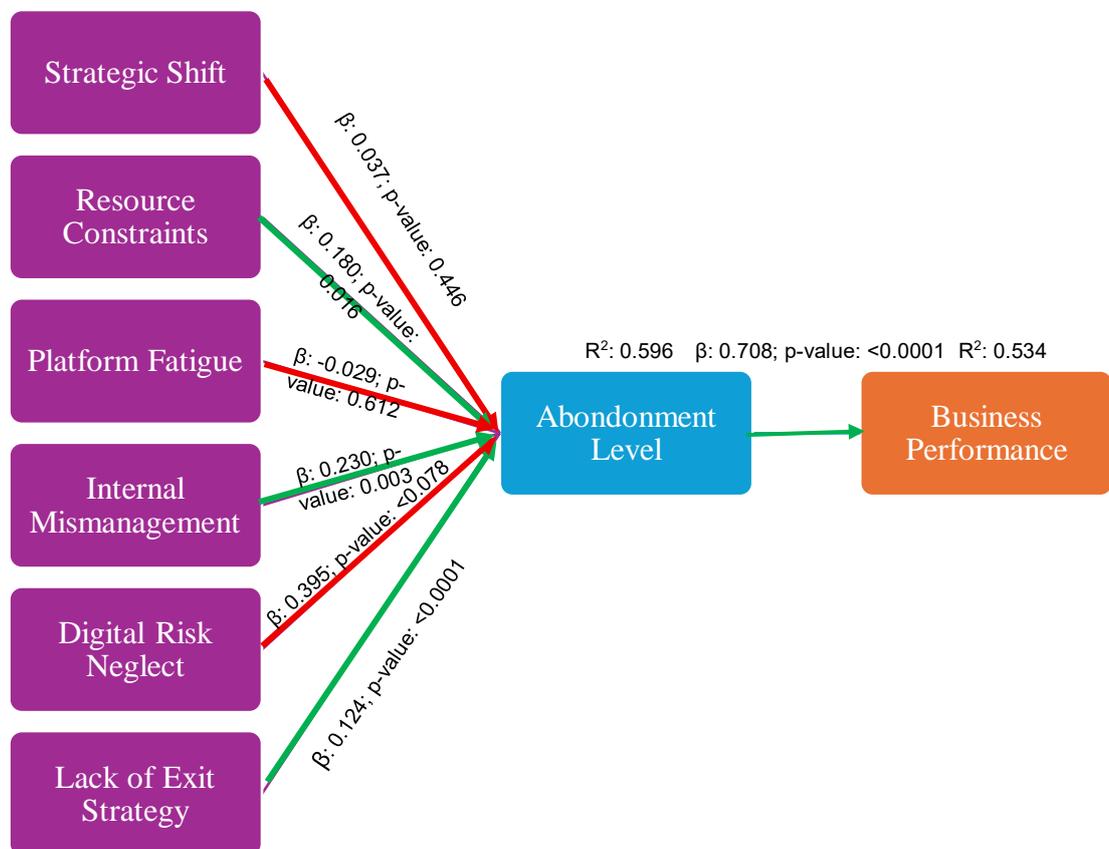
Source: author's construction based on results.

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A coherent pattern was revealed across the results, and perceived corporate social media abandonment was positioned as a primarily internal governance and capacity outcome rather than a straightforward consequence of broad strategic redirection or generalized platform dissatisfaction. Substantial explanatory strength was achieved by the integrated model, since almost 60% of the variance in perceived abandonment was explained when the six internal conditions were evaluated together. The central assumption of the thesis was therefore reinforced. Abandonment appeared to be interpreted by employees not only as a posting gap but also as a visible signal of how well organizational systems for digital communication were structured and sustained.

The dominant role of exit governance represented the strongest part of the pattern. Internal abandonment perceptions were suggested to be intensified when withdrawal from a platform was not supported by formal procedures, public redirection, or internal clarity (Felix et al., 2017; Li et al., 2021). A lifecycle implication was therefore supported empirically. Risk was not implied to come only from the decision to reprioritize a platform. Instead, risk was shown to be amplified when reprioritization was left unmanaged and unexplained. Under such ambiguity, inactivity was likely to be interpreted as organizational neglect rather than purposeful optimization of the portfolio.

A second cluster of effects highlighted the importance of operational clarity and internal coordination. Abandonment perceptions were suggested to be strengthened when governance routines were perceived as weak, ownership was unclear, or cross functional coordination was fragmented. Alignment was indicated with governance literature where structured decision rights, performance monitoring, and accountable role division were emphasized in corporate social media management (Linke & Zerfass, 2013). In practical terms, corporate accounts were implied to be sustained both through content production and organizational design. When supporting structures were perceived as inconsistent, a higher probability of decline in day-to-day continuity could be inferred by employees.

A third structural layer was reflected through resource conditions so as a positive relationship between resource constraints and perceived abandonment indicated that limited budgets, time pressures, staffing gaps, and skill shortages were perceived as direct barriers to maintaining consistent corporate accounts. Alignment was maintained with earlier evidence that resource limitations remain persistent obstacles to stable social media use, particularly in smaller or capacity stretched organizations (Michaelidou et al., 2011; Ainin et al., 2015). The descriptive profile of the sample, which was heavily represented by smaller firms, made the interpretation more plausible. A model implication was therefore strengthened, since abandonment was likely to

be interpreted as an expected consequence of structural scarcity when multi platform portfolios were established without long term supporting capacity.

The risk and security dimension was not confirmed as a robust independent predictor under a strict significance threshold, yet conceptual meaning was retained by the direction of the association. A borderline pattern suggested that security neglect may be interpreted as part of a broader governance environment rather than a fully isolated driver of abandonment. Compatibility was maintained with reputational and digital responsibility arguments, where inactive accounts were framed as potential vulnerability points if monitoring weakens (Aula, 2010; Stohl et al., 2017). A plausible explanation was also indicated by the correlation structure. When risk and security concerns were strongly associated with exit strategy perceptions, explanatory space may have been absorbed by the stronger governance variable in the multiple regression setting. Practical relevance may therefore be retained by risk neglect even if a unique statistical signal was partially diluted in the dataset.

In contrast, strategic shift and platform fatigue were not found to function as strong unique predictors when structural/governance conditions are controlled. The outcome was interpreted as theoretically informative rather than contradictory. A governance requirement was implied, since strategic change appeared to require exit rules and communication plans to prevent negative interpretations (Felix et al., 2017; Li et al., 2021). A similar logic could be applied to fatigue. While overload, exhaustion, and technostress were widely framed as withdrawal triggers in digital environments (Bright & Logan, 2018; Tarafdar et al., 2015; Zhang et al., 2016), corporate level abandonment in the sample appeared to be interpreted more as the product of institutional conditions than psychological depletion alone. An indirect influence could still be held by fatigue through perceptions of mismanagement or resource pressure, even if such a mechanism was not captured by direct paths.

Strong support was also provided by the final link in the model, and a clear bridge was formed to the business performance literature. A robust relationship was observed between perceived abandonment and perceived business performance. Since higher scores represented stronger perceived negative impact, abandonment perceptions were translated into more adverse evaluations of brand credibility, market responsiveness, and competitive readiness. Consistency was maintained with capability-based reasoning where corporate social media is treated as a market facing routine supporting customer engagement, sensing, and relationship continuity (Trainor et al., 2014; Tajvidi & Karami, 2017). When abandonment was perceived, a signal of weakened digital capability appeared to be recognized. Alignment was also maintained with the view that corporate social media acts as a visible reputational signal in competitive environments

characterized by constant stakeholder comparison (Mangold & Faulds, 2009; Kietzmann et al., 2011).

Taken together, the results supported the study's narrative that social media abandonment should be conceptualized as an organizational outcome shaped by internal maturity rather than an isolated communication lapse. The performance pathway strengthened the practical relevance of the pattern. If abandonment is interpreted as erosion of the capability, negative performance implications are likely to be anticipated even before objective commercial declines are confirmed. Support was therefore provided for the selection of a perceived performance construct, as justification has been offered in strategic measurement literature when informed internal evaluations are reflected (Dess & Robinson, 1984; Venkatraman & Ramanujam, 1986).

CONCLUSION AND RECOMMENDATIONS

The aim of the present study was defined as the evaluation of how internal organizational factors influence the abandonment of corporate social media accounts and how such abandonment is perceived to affect perceived business performance by employees involved in digital operations in Azerbaijan. The stated objectives were addressed through a structured literature review and a quantitative test of an eight-construct model. The empirical results were interpreted alongside the theoretical logic in which social media presence was positioned as an organizational capability shaped by governance maturity, resource alignment, and portfolio lifecycle management.

Conclusion. A central conclusion was drawn that perceived corporate social media abandonment should be treated as a meaningful organizational outcome rather than as a neutral absence of content. Extended inactivity was interpreted by employees as a signal of internal capability conditions. Consistency was observed with the conceptual position in which corporate accounts are understood as strategic communication assets whose continuity is shaped by internal systems and not only by external platform changes.

A substantial share of variation in perceived social media abandonment was explained by the combined internal predictors, which suggested that abandonment perceptions were strongly anchored in organizational realities. Model fit indicated that abandonment was not interpreted through a single cause lens. Instead, a clustered logic appeared to be reflected in the sample, where operational strain and weak portfolio governance were read as mutually reinforcing drivers of sustained inactivity.

The strongest explanatory role was observed for the perceived lack of a formal exit strategy. A clear tendency was indicated that abandonment perceptions were intensified when platform reprioritization was not supported by explicit closure planning, audience redirection, or internal clarity of responsibility. Under such conditions, inactivity was more likely to be interpreted as neglect rather than as a purposeful strategic shift. The argument was therefore strengthened that social media strategy should be understood as a lifecycle system in which withdrawal is required to be structured as carefully as adoption and maintenance.

A significant positive contribution was also detected for internal mismanagement. Perceived weaknesses in governance, coordination, and accountability were associated with higher abandonment perceptions. Through that result, the importance of role clarity and consistent oversight was reinforced. When responsibility for account maintenance was assumed to be fragmented or informally assigned, prolonged silence was more likely to be interpreted as an organizational failure of control and continuity.

Resource constraints were also confirmed as a relevant driver of perceived abandonment. Reduced capacity in time, budgets, staffing, or specialized skills was associated with higher abandonment perceptions. Greater plausibility was suggested in a sample where smaller organizations were strongly represented, since multi-platform reach can be pursued under ambitious digital expectations without stable long term operational support. Under such a mismatch, inconsistency of activity was likely to be interpreted as abandonment rather than as a temporary operational fluctuation.

A weaker pattern was revealed for strategic shift, platform fatigue, and neglect of digital risk and security when unique effects were examined in the presence of other predictors. Strategic shift and platform fatigue were not supported as independent drivers of abandonment once governance and resource conditions were controlled. An implication was formed that strategic change and workload exhaustion may shape inactivity perceptions indirectly, while more structural explanations remain dominant in employee sensemaking. The risk and security dimension appeared conceptually relevant yet statistically borderline in the tested model. A possibility was indicated that risk concerns may be interpreted together with exit governance and managerial oversight rather than as a separate explanatory pathway.

A strong and practically meaningful relationship was confirmed between perceived social media abandonment and perceived business performance. Higher abandonment perceptions were associated with stronger perceived negative impact on perceived business performance. Support was therefore provided for the expectation that abandoned accounts are interpreted as signals of weakened marketing capability, reduced relational reliability, and less stable customer-facing readiness. The size of explained variance suggested that abandonment was not perceived as a minor communication inconvenience but as reputational vulnerability.

Overall, the final business performance pathway was strongly reinforced. So it can be said that perceived abandonment of corporate social media accounts in Azerbaijan is best explained through governance and capacity conditions, while performance implications are interpreted sharply when inactivity is experienced as unmanaged and insufficiently communicated.

Recommendations. Having determined that perceived abandonment was explained most strongly by the lack of a formal exit strategy (B = 0.395, p < 0.001), governance focused actions were recommended as the first priority. A second important point was also observed, since perceived abandonment was associated with a more negative perception of business performance (B = 0.708, p < 0.001).

For senior management and digital governance owners:

- A formal exit strategy template was recommended for every platform, since the impact of missing exit governance was identified as the strongest predictor of perceived abandonment (B = 0.395, p < 0.001).

- A central approval and documentation routine was recommended for account creation and closure, because internal mismanagement also predicted perceived abandonment (B = 0.230, p = 0.003), so unclear ownership was implied as a practical driver.

Having said that, communication practices were also expected to matter, since performance perceptions were harmed when abandonment was perceived.

For social media and communication teams:

- A visible closure message, pinned post, or redirection notice was recommended for inactive accounts, because the impact of perceived abandonment on perceived business performance was found to be strong (B = 0.708, p < 0.001).

- A minimum activity and monitoring calendar was recommended, because perceived abandonment had a relatively high mean level in the descriptive patterns, which suggested that inactivity was frequently noticed by respondents.

Coming to capacity constraints, it was also indicated that a lack of resources increased perceived abandonment, so a portfolio discipline was advised for smaller organizations.

For finance teams and department heads in smaller firms:

- Platform consolidation into fewer channels was recommended when staffing and budget limitations were present, since resource constraints were found to be a significant predictor of perceived abandonment (B = 0.180, p = 0.016).

- A simple costed plan for content, monitoring, and basic security was recommended before new channels are opened, since the strongest risks were linked to governance gaps rather than to strategic shift explanations.

All said aside, security and access management were not recommended to be ignored, because a meaningful practical relationship with outcomes was indicated through the correlation patterns, even when the regression effect was weaker.

For IT and information security teams:

- Periodic access reviews and credential audits were recommended for low activity accounts, because neglect of risk and security was strongly correlated with the perceived business performance measure ($r = 0.768$).

- A dormant account policy was recommended, so that the risk exposure of inactive assets is reduced without relying only on communication teams.

Future research directions. Having determined that the current study was perception based and cross sectional, future work was recommended to expand both the topic scope and the method design, while limitations were used as a logical bridge to possible improvements.

- Differences between exit types are recommended to be tested, since the lack of a formal exit strategy was found to be the strongest predictor of perceived abandonment, and planned exit could be compared with silent inactivity.

- Sector and organization size comparisons are recommended, because respondents were drawn from multiple sectors and firm sizes, yet subgroup models were not estimated in the current analysis.

- External audience outcomes can be added, because internal professional perceptions were measured, while customer trust, engagement metrics, and reputation signals may follow different channels.

- A longitudinal design is recommended, because causal sequencing was limited under a cross-sectional structure, even though regression relationships were statistically strong.

- Mixed methods is also recommended, so that interviews or case studies can explain why governance failures, such as exit strategy and internal mismanagement, were more explanatory than strategic shift once controls were applied.

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THE IMPACT OF THE ABANDONED CORPORATE SOCIAL MEDIA ACCOUNTS ON BUSINESS PERFORMANCE

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Thesis

Business Process Management Master Programme

Faculty of Economics and Business Administration, Vilnius University

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SUMMARY

50 pages, 4 figures, 11 tables, 51 references.

In the thesis, the impact of abandoned corporate social media accounts on business performance was examined in the context of Azerbaijan, and an internal organizational lens was applied. Having determined that social media accounts are often treated as strategic communication assets, perceived abandonment was positioned as an outcome shaped by internal conditions rather than by platform factors alone. Six antecedents were evaluated, including strategic shift, resource constraints, platform fatigue, internal mismanagement, lack of a formal exit strategy, and neglect of digital risk and security. Perceived abandonment was then linked to perceived business performance, where higher scores reflected a stronger negative performance impact.

A quantitative cross sectional design was used, and data were collected through an online questionnaire among employees involved in digital operations. Reliability checks, descriptive statistics, correlation analysis, and multiple regression models were applied in SPSS so that the proposed hypotheses could be tested.

Coming to the main empirical insights, the strongest driver of perceived abandonment was identified as the lack of a formal exit strategy, while internal mismanagement and resource constraints were also supported as meaningful contributors. A weaker role was indicated for strategic shift and platform fatigue once other internal factors were controlled. Having said that, a strong relationship was found between perceived abandonment and a more negative perception of business performance, so reputational and market facing costs were implied when inactivity is left unexplained. All said aside, practical recommendations were derived around exit planning, governance ownership, and realistic resourcing of platform portfolios.

APLEISTŲ ĮMONIŲ SOCIALINIŲ TINKLŲ PASKYRŲ POVEIKIS VERSLO REZULTATAMS

Elmar Niftullayev

Baigiamasis darbas

Verslo procesų valdymo magistrantūros programa

Vilniaus universiteto Ekonomikos ir verslo administravimo fakultetas

Vadovė – prof. dr. Aurelija Ulbinaite. Vilnius, 2025

SANTRAUKA

50 puslapių, 4 paveikslai, 11 lentelių, 51 šaltinis.

Darbo metu buvo ištirtas apleistų įmonių socialinių tinklų paskyrų poveikis verslo rezultatams Azerbaidžano kontekste, o analizė buvo atlikta taikant vidinį organizacinį požiūrį. Kadangi socialinių tinklų paskyros dažnai yra vertinamos kaip strateginiai komunikacijos ištekliai, suvoktas apleidimas buvo pozicionuotas kaip rezultatas, kurį formuoja vidinės organizacijos sąlygos, o ne vien tik platformų veiksniai. Buvo įvertinti šeši antecedentai: strateginis poslinkis, išteklių ribotumas, platformų nuovargis, vidinis netinkamas valdymas, formalios pasitraukimo strategijos nebuvimas bei skaitmeninės rizikos ir saugumo nepaisymas. Vėliau suvoktas apleidimas buvo susietas su suvokiamais verslo rezultatais, kur aukštesni įverčiai rodė didesnį neigiamą poveikį rezultatams. Buvo taikytas kiekybinis skerspjūvio tyrimo dizainas, o duomenys buvo surinkti naudojant internetinį klausimyną tarp darbuotojų, kurie yra įtraukti į skaitmenines veiklas. SPSS programoje buvo atlikti patikimumo patikrinimai, aprašomoji statistika, koreliacinė analizė ir kelių kintamųjų regresijos modeliai, kad būtų patikrintos iškeltos hipotezės.

Kalbant apie pagrindines empirines įžvalgas, stipriausias suvokto apleidimo veiksnys buvo nustatytas kaip formalios pasitraukimo strategijos nebuvimas, o vidinis netinkamas valdymas ir išteklių ribotumas taip pat buvo patvirtinti kaip reikšmingi prisidedantys veiksniai. Silpnesnis vaidmuo buvo parodytas strateginiam poslinkiui ir platformų nuovargiui, kai kiti vidiniai veiksniai buvo kontroliuojami. Vis dėlto buvo nustatytas stiprus ryšys tarp suvokto apleidimo ir labiau neigiamo verslo rezultatų vertinimo, todėl buvo numanyta, kad reputacinės ir į rinką orientuotos sąnaudos gali atsirasti, kai neveiklumas lieka nepaaiškintas. Galiausiai buvo pateiktos praktinės rekomendacijos,

susijusios su pasitraukimo planavimu, valdymo atsakomybės priskyrimu ir realistišku platformų portfelio resursų planavimu.

ANNEX

ANNEX 1: Survey form

Dear respondent,

This survey serves the purpose of collecting data for the student thesis titled "THE IMPACT OF THE ABANDONED CORPORATE SOCIAL MEDIA ACCOUNTS ON BUSINESS PERFORMANCE".
Please note that your data will be handled with strict confidentiality.

Please select one option.

Section A: Demographics

1. What is your current role?
   ☐ Marketing Specialist
   ☐ Communication/PR Officer
   ☐ Digital Content Manager
   ☐ IT/Digital Risk Manager
   ☐ Other: _____

2. How many employees does your company have?
   ☐ 1–10
   ☐ 11–50
   ☐ 51–200
   ☐ 201–500
   ☐ More than 500

3. Which industry does your organisation belong to?
   ☐ Retail
   ☐ Telecom
   ☐ Finance
   ☐ Technology
   ☐ Public Sector
   ☐ Other: _____

4. Has your company abandoned (i.e., stopped updating or maintaining) any social media accounts in the past 2 years?
   ☐ Yes
   ☐ No
   ☐ Not sure

All items below: 1 = Strongly disagree ... 5 = Strongly agree.

Section B: Organisational Factors

Strategic Shift

5. In the last two years, our company has made major changes in its overall business strategy.

6. Recent strategic changes have required us to rethink how we communicate with external stakeholders.

7. Changes in our products, markets or brands have made some existing corporate social media accounts less relevant.

Resource Constraints

8. We do not have enough staff to manage all of our corporate social media accounts properly.

9. Our budget for social media activities is too limited to maintain all accounts at the desired level.

10. Other operational priorities leave too little time for people to work on corporate social media accounts.

Platform Fatigue

11. Managing multiple social media platforms for our company feels mentally exhausting for our team.

12. Our team sometimes feels emotionally drained by the constant need to monitor and update corporate social media accounts.

13. Because of social media-related workload, it is hard for us to stay motivated to keep every account active.

Internal Mismanagement / Role Ambiguity

14. It is unclear who has final responsibility for each of our corporate social media accounts.

15. People involved in social media work receive conflicting or inconsistent instructions about what they should do.

16. There is no clearly defined process for how social media tasks are shared between departments.

Lack of Exit Strategy / Governance Gaps

17. Our company does not have formal procedures for closing or archiving corporate social media accounts that are no longer needed.

18. Decisions about whether to deactivate a social media account are made on an ad hoc basis rather than following a clear policy.

19. Old or low-priority social media accounts often remain publicly visible because there is no structured exit plan for them.

Digital Risk Neglect

20. Security risks related to our corporate social media accounts are rarely discussed in our organisation.

21. We do not regularly review or update who has login access to our corporate social media accounts.

22. Inactive or rarely used social media accounts are not included in our regular IT or security audits.

Section C: Perceived Abandonment Level

23. At least one of our corporate social media accounts appears inactive or abandoned.

24. Some of our public social media profiles have not been updated for a long time.

25. There are corporate social media accounts that still exist online but are no longer actively managed.

Section D: Perceived Business Performance Impact

26. Inactive or abandoned social media accounts negatively affect our company's brand image.

27. Dormant social media profiles create confusion for customers or partners who search for us online.

28. Abandoned accounts reduce stakeholders' trust in our organisation.

29. Our company has missed marketing or engagement opportunities because some social media accounts are no longer actively managed.

30. The lack of consistent activity across our social media accounts weakens our perceived presence in the market.

Thank you for your time and energy!