

## The Utilization of Social Media Tools to Contribute to New Service Development in Business-To-Business Market

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### Abstract

*Social media tools provide firms with a novel, two-way communication-based method to interact with customers. However, most current studies pay more attention to the issue of how firms use social media to interact with customers for different purposes in the B2C context. There is less empirical evidence to investigate the issues of how B2B firms adopt social media tools to interact with customers in the whole service development process and what factors that may influence social media communication to contribute to the effectiveness of new service development.*

*This research conducted survey-based research to fill the knowledge gap and draw empirical evidence from knowledge-intensive business service (KIBS) sectors in Taiwan. In total, 236 valid responses were collected. The empirical results show that B2B firms adopt social media tools with customers in certain stages of new service development. Confidential concerns and project types may affect the effectiveness of new service development when B2B firms use social media tools to interact with their customers.*

*The empirical findings provide a better understanding of the connections between the adoption of social media, customer involvement, and the innovation process in the B2B context. Moreover, the research clearly identifies the factors that may affect using social media with customers to contribute to innovation effectiveness in Taiwanese service sectors.*

**Keywords:** new service development, social media tools, customer involvement, knowledge-intensive business service sectors