

Modeling the Promotion Process of Academic Conferences Through Social Media

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Abstract Social networks are now a crucial part of today's way of life. Academic conferences is another chapter, that give people the opportunity to explore new ideas and share them with the scientific world. Blending those two factors together in order to achieve a main purpose, could give a remarkable effect. The purpose of this paper is to analyze the promotion process of academic conferences through social media and use simulation models to model that analysis. The reason the paper was created, is to provide this optimal solution to all those seeking how to promote academic conferences effectively through social media. Thorough research through the paper revealed that social media, nowadays used by millions and millions of users can be successfully used to promote academic papers and with great appeal.

Keywords Simulation modeling · Social media · Promoting · Academic conferences

Introduction

Social media fever has been widening in every aspect of today's way of life, bringing together social, economic even academic factors (Tsimonis and Dimitriadis 2014). Manipulating social media for one single purpose could give remarkable results (Ahlqvist et al. 2010). On the other hand there is the academic

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world. Academic conferences, give academic scientists the opportunity to pose their own ideas in the scientific world and widen their knowledge (Yang 2015).

Simulations use mathematical equations to model a real experiment. No real resources are needed and give real related results. IThink iSee Systems, provide all the necessary tools to simulate a real model.

There is although a brake in the scientific world. Every scientist who seeks the admirable academic conference, needs to search the web thoroughly to spot the right one and that does not give the desirable effect. (Lawrence and McCabe 2001). What if a researcher could know the exact details of the desirable academic conference he needed, easily. For that question this paper comes to answer.

There have been 112 studies for the past 5 years (Deepdyve 2015) as regarding academic conferences and social media but no study has been conducted to model the promotion process of academic conferences through social media and that is what makes this paper unique.

The objectives of this study are to use the social media, to promote academic conferences and model that process to find the optimal solution.

Four Main Factors Comprise the Promotion Process of Academic Conferences Through Social Media

Blog

A company could post the basics about an academic conference, news, updates, dates, times, contact details, interviews with your guest speakers and reminders to register through a blog page. Links could be attached to the academic conference registration page, links to register for email updates or even links to other social media profiles (Schrecker 2008).

A programmer is needed to create the blog and a marketing consultant in order to provide good advice for supportive media. Sponsors could have a supportive way in the blog. All those require company resources.

Event Directories

With academic conference directories, people could find local academic conferences, connect with others and provide a good overview of all the basic details required for attendees. Other event directories have academic conference categories where someone could list his academic conference in (Davidson and Rogers 2006).

Company resources are required. The programmer and the marketing consultant manage, position, and promote those academic conference directories which lead to other pages, to specific categories.

Building a Community

The company should comment on blogs, on forums, taking part in Facebook or LinkedIn groups. Making an email newsletter with photos, news, and updates about the academic conference and reminders to register could come very handy in widening the current community (Hadley 2002).

The company pulls the new group of people searching for a academic conference from social networks. Company resources are required.

Promoting Sharing and Engagement

The company could encourage the audience to share information about the academic conference, with friends in order to increase the number of the audience.

Most social networks offer badges or buttons, which could be added in the company's website or blog, showing if the company is active online at the moment and help potential attendees. The company should share as much as possible and answer the audiences questions through the badges mentioned. The part of people that brings the profits, are actually the friends of friends of friends, because what happens is actually a chain reaction of sharing a single post (Kim et al. 2015).

Dynamic Simulation Model Analysis

Theoretical research is put into practice, using the dynamic simulation model, to test their success in real environmental conditions (Kuchi 2004). As seen in Fig. 1, the tank "Company Resources" supplies with resources the four subsystem counterparts consisting of academic conference blog page, categories, sharing and engagement and the community subsystem. These resources are available in order to execute the related activities and to satisfy leverage.

Academic conference blog page subsystem. "Company Resources" are given in the "Marketing Consultants" and the "Number of Programmers" stocks. The marketing consultant gives advises to programmer about page creation, indicated by the AGTP2 NOP. Flows emerge to "media stuff" and "Pages." Next, details are added about the academic conference shown by the AC2CD and AC2P. MS2ACBP, CD2ACBP, and RP2ACBP flows, eventually lead to "Academic Conference Blog Page." The flow S2ACBP connects to "Academic Conference Blog Page," indicating sponsors activity. The last lead to the "Satisfaction Academic Conference Blog Page."

Sharing and engagement subsystem. The flow CR2SAE represents the "Company Resources" given. A flow connects "Badges and Buttons" to "Active Online" stock. Next, two flows lead to the "Posted Questions" and "Posted Answers".

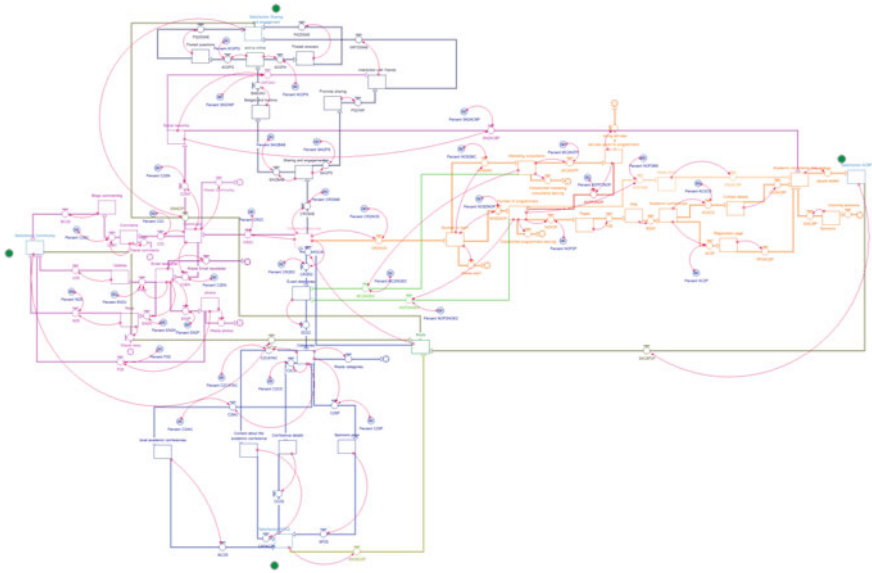


Fig. 1 Dynamic simulation model

SAI2PS connects “Sharing and engagement” with “Promote Sharing.” That sharing is promoted by interacting with friends and that is the purpose of PS2IWF. The PQ2SSAE, IWF2SSAE and PA2SSAE, all lead to “Satisfaction Sharing and Engagement.”

Community subsystem Company resources are given too. New social networks are created and added in the academic conference blog page shown by the C2SN, IWF2AO, and SN2ACBP flows. Commenting on blogs serves that further a community shown by the C2C and C2BC are the flows. A flow from the “Community” stock to the “Email Newsletter” is created. Photos can be added and also news and updates. The flows EN2P, EN2N, and EN2U, are the ones managing that conjunction. Finally regarding that subsystem, P2S flow, N2S, U2S, and BC2S, lead to “Satisfaction Event Directories,” indication of that activity’s satisfaction.

Event directories subsystem Company resources are given. A flow from the “Company Resources” tank to “Event Directories” is created. Event directories are of many categories. ED2C flow points that connection. There are four event directory categories and four the flows emerging from the “Categories” stock to those our stocks. That flows are C2SP, C2CD, C2CATAC, and C2LAC accordingly. That subsystem has a satisfaction leverage as the previous ones. To achieve that, SP2S, CD2S, CATAC2S, and IAC2S flows that connection to the “Satisfaction NOED” stock.

Figure 2 shows that the satisfaction percentage as regarding all the four factors, is rising significantly during the first months and then those satisfactions gain

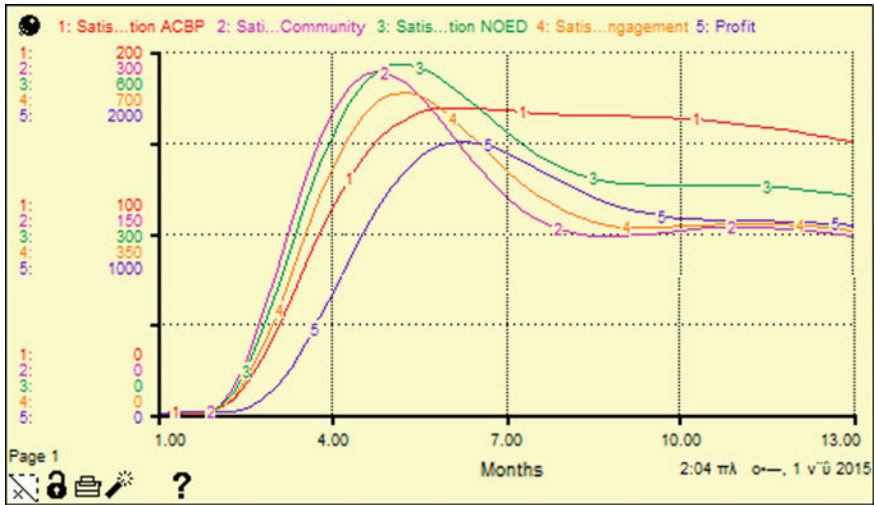


Fig. 2 Satisfaction academic conference blog page in conjunction with satisfaction community, number of event directories, sharing and engagement and profit

stability. Social media as regarding the promotion of academic conferences give successful and very satisfied results.

Figure 3 indicates that the company resources, given in the four leading factors, lead to company resources replenishment in a steady rate and in the same time the four factors are getting a high rise at the beginning but eventually tending to stabilize their resources.

Support for Decision Makers

The “COMPANY RESOURCES” section allows the decision maker to determine the amount of company resources available in the four other sections. The “SHARING AND ENGAGEMENT,” “EVENT DIRECTORIES,” “ACADEMIC CONFERENCE BLOG PAGE” and “COMMUNITY” sections allows the user to sustain its section in a desirable prestige. The user chooses all the values of the inputs desired, and clicks the run button. The simulation displays the effects of the decisions made. Support is provided by the prototype to guide the decision maker. The percentages have been chosen and tested wisely to provide the optimal results and that is indicated by the green lamps. Lowering or rising a percentage leads to a dissatisfaction level and therefore making a lamp yellow or red (Fig. 4).

2:04 PM 1/9/2015		Table 1 (Untitled Table)				?	🖨️	🔒
Months	CompanyRes	Academic con	Categories	Sharing and e	Community			
Jan: Initial	10,000.00	1.00	0.00	0.00	0.00			
Jan	2,401.05	23.15	622.38	1,144.59	1,144.59			
Feb	600.67	117.16	950.86	637.69	637.69			
Mar	386.72	172.73	799.42	288.91	288.91			
Apr	713.37	178.38	583.54	197.65	197.65			
May	1,060.35	169.42	463.23	244.59	244.59			
Jun	1,196.49	164.40	440.85	311.94	311.94			
July	1,147.54	164.11	460.98	341.67	341.67			
Aug	1,035.27	163.97	476.94	332.88	332.88			
Sep	947.49	161.25	473.01	308.47	308.47			
Oct	905.23	156.23	455.20	287.19	287.19			
Nov	889.91	150.42	434.57	274.81	274.81			
Dec	878.29	145.02	417.50	268.43	268.43			

Fig. 3 Company resources in conjunction with academic conferences, categories, sharing and engagement and community

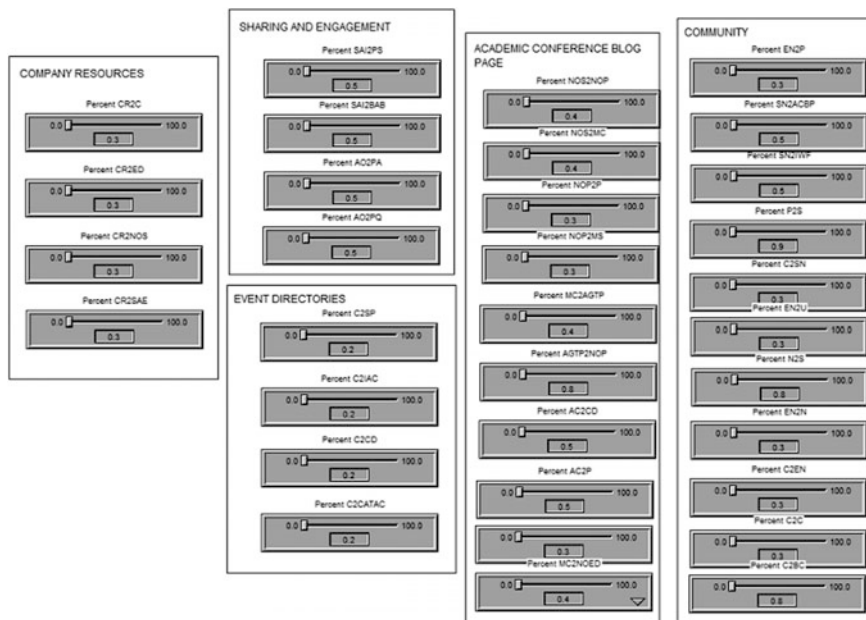


Fig. 4 Main user interface

Conclusion

The purpose of this research is to record the social media key factors that play a significant role in the promotion process of academic conferences. The dynamic simulation models aims to provide an optimal solution for that social media role (You and Wang 2009). In-depth exploration of key factors is being conducted for the promotion of academic conferences, and a complete record of the variables directly related to the main ones. Through the theoretical analysis and modeling, we were able to test with great success, the leading factors. The ultimate aim is the successful promotion of scientific conferences through social media. Our study is a comprehensive attempt to record and develop the scientific variables of academic conferences in social media, which leads to the creation of a strategic model for the successful promotion of those conferences.

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