The impact of social media presence for companies. Discuss and evaluate how the social media altered and influenced the traditional way of conducting business in the last 10-15 years. "1. What's the origin of the issue, its background? 2. What are the purpose and objectives of the research? 3. What type of evaluation methodology and the objectives or outcomes to be evaluated? 4. What's the source of data and evidence used The document must consist of the following chapters: 1. introduction 2. Literature review 3. Research definition 4. Research design 5. Data collection instruments 6. Sample (or population -who you collect data from) 7. Data collection procedure 8. Research ethics 9. Plan/schedule + the title page and references"