



Effect of Social Capital Assessment Machine in Strategic Network Marketing

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DESCRIPTION

Corporate social capital is an essential aspect of businesses that has a beneficial impact in the operation and development of businesses. Both microenterprises and major firms are currently under intense market rivalry. Network marketing is now a new development platform and a place for businesses. From the three social capital components of structure, relationship, and cognition comes the influence dimension. A comprehensive evaluation index is created by creating an evaluation index system, computing evaluation index weights, and developing assessment algorithms starting from various dimensions. Lastly, the analytical hierarchy method is used to construct the effect evaluation algorithm. The key concept and method of business administration in contemporary firms is network marketing, which has evolved from a speciality business to a conventional business. The influence dimension of social capital from the three dimensions of structure, relationship, and cognition. The process of creating an evaluation index system, computing evaluation index weights, and creating evaluation algorithms results in the creation of an entire evaluation index starting from several dimensions. Lastly, the analytical hierarchy method is used to construct the effect evaluation algorithm. In order to effectively assess the impact of enterprise network marketing social capital, it is therefore necessary to explore.

It enhanced the algorithm for assessing a microblog user's influence, which takes into account all of the user's own characteristics, establishes its own fundamental influence based on the user's activity, authentication data, and blog quality, and uncovers the user's potential influence by introducing the user blog's dissemination rate. A micro blog user impact evaluation technique built on the upgraded PageRank algorithm is combined with the caliber of users' various buddies. The experimental results demonstrate that the algorithm's recall rate and F value are high, indicating that it can accurately reflect the influence of micro blog users and provide a guide for studies on the identification of opinion leaders, the propagation of knowledge, and the direction of public opinion in social networks.

There are some issues with the evaluation of influence from various perspectives, including poor recognition of evaluation results, low comprehensiveness and accuracy of evaluation results, and low sent marketing advertisement numbers. The enterprise network marketing social capital effect evaluation algorithm in order to offer suggestions and techniques for network marketing of small, medium-sized, and microenterprises the structural dimension refers to the structural way that individuals connect with one another during interpersonal communication, including between companions or co-workers. Similar to how businesses use this strategy to interact with society and set up networks in the realm of commercial marketing. The social connection discussed here, using e-commerce companies as an instance, can be the relationship between the business and the customer or the communication between the customer and the customer, including communication time, frequency, and closeness. Trust and identity between people or organisations are relationship dimension elements. In this respect, identity stands for an innate sense of belonging to the organisation, whereas trust refers to the connection quality transmitted by each member within the organisational structure. The communication status of each person in interpersonal communication can be more accurately reflected by the cognitive component. To put it another way, the cognitive dimension can naturally present the means of interpersonal communication. Individuals can actualize sharing under a unified platform, have a consistent language and vision, and give a strong guarantee for the interchange and sharing of knowledge inside the business with the help of communication tools. In attempting to have network influence on other consumers' values, lifestyles, and information-selection behaviours, the Internet's convenience allows for the release, dissemination, and interaction of various valuable information this allows for the development of a controllable social relationship network, the integration and utilisation of social resources and relationships, and the accumulation and use of social capital. Network marketing and the psychological process of decision-making, from consumers' reception of advertising to the implementation of purchasing behaviour, both depend heavily on this influence.

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