



Investigating the comprehensive Model for business Management of Online Media Organizations (Case Study: Social Networks)

Abdolreza Ghahramani^{*1}, Ph.D., Allahyar Ghahramani², Ph.D. student,

¹ PhD in Media Management,

University of Tehran, Kish International Campus, IRAN

a.r_ghahramani@ut.ac.ir

² PhD student in Media Management,

University of Tehran, Kish International Campus, IRAN

ghahramani@ut.ac.ir

Abstract :

Given the growing importance of communication in the era of online business, and since media are the leading provider of communication tools, taking into account the significant growth of social media and its integration into human societies as a result of online media organizations (virtual social networks), In turn, the importance of business management in these organizations has played a significant role and the management dimension of media organizations has been considered with regard to their complexity and specific features. Therefore, this research paper attempts to provide cognitive knowledge about media organizations, Internet social networks and its features, media management, and the comprehensive pattern of media management and the recognition of the components of the environment within the organization and the operating environment of media organizations for online businesses firms. Finally, we declare the model for business management of the media organizations.

Keywords: On-line Media Organization, business management Model, Social Network.

* Corresponding author: Abdolreza GHAHRAMANI, Ph.D. in media management, University of Tehran.
Email: a.r_ghahramani@ut.ac.ir