

UUT16

«Social Media Intelligence: The Strategic Approaches and Tactics used for Stakeholder Engagement during Modern Warfare»

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1. The purpose of the project and subjects of the investigation

The purpose of this project is to explore the strategic approaches and tactics used for stakeholder engagement during modern warfare.

Subjects of the investigation are communication strategies via social media, that are used during modern warfare to engage with target stakeholders.

2. Tasks of the project

Tasks of the project are:

- to conduct a systematic literature review, that focuses on the interaction of stakeholder theory and social media engagement, particularly in the context of warfare;
- to investigate Social Media as a Strategic Communication Tool for Stakeholder Engagement;
- to make a clustering analyze using data from Twitter in order to identify the communication strategies via social media and the key stakeholders during modern warfare;
- to present the obtained research results in the form of research paper.



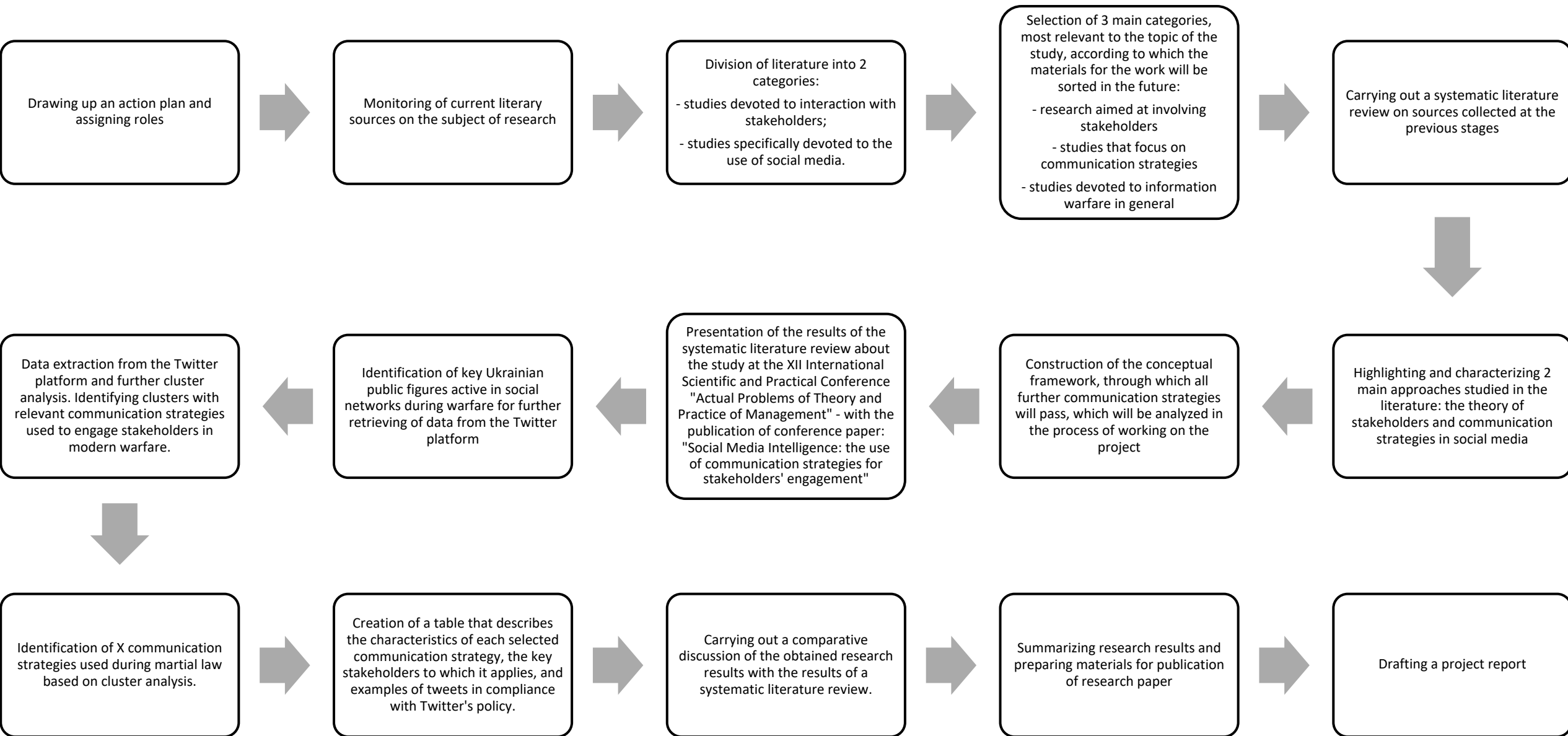
3. Waiting for project results

This study can promote the economic development and welfare of Ukraine in several ways.

- It is expected that this research will provide valuable insights into the potential of social media for stakeholder engagement in modern warfare and provide recommendations for social media as a tool for stakeholder engagement and will provide recommendations for best practices in this area.
- First, effective stakeholder engagement can improve the efficiency and effectiveness of military operations, which can help to secure the country's territorial integrity and sovereignty. This can create a more stable and secure environment for economic development and growth.
- Second, social media platforms can facilitate the flow of information between the government, military, and the general public, which can help to build trust and strengthen the relationship between these parties.
- Finally, social media platforms can help to raise awareness about economic development initiatives, which can encourage greater public support and participation in these programs.



4. Road map of the project



5. Obtained project results



Monitoring and division of literature into 2 categories:

- studies devoted to interaction with stakeholders;
- studies specifically devoted to the use of social media.



Selection of 3 main categories, most relevant to the topic of the study, according to which the materials for the work will be sorted in the future:

- research aimed at involving stakeholders
- studies that focus on communication strategies
- studies devoted to information warfare in general



Carrying out a systematic literature review on sources collected at the previous stages



Highlighting and characterizing 2 main approaches studied in the literature: the theory of stakeholders and communication strategies in social media

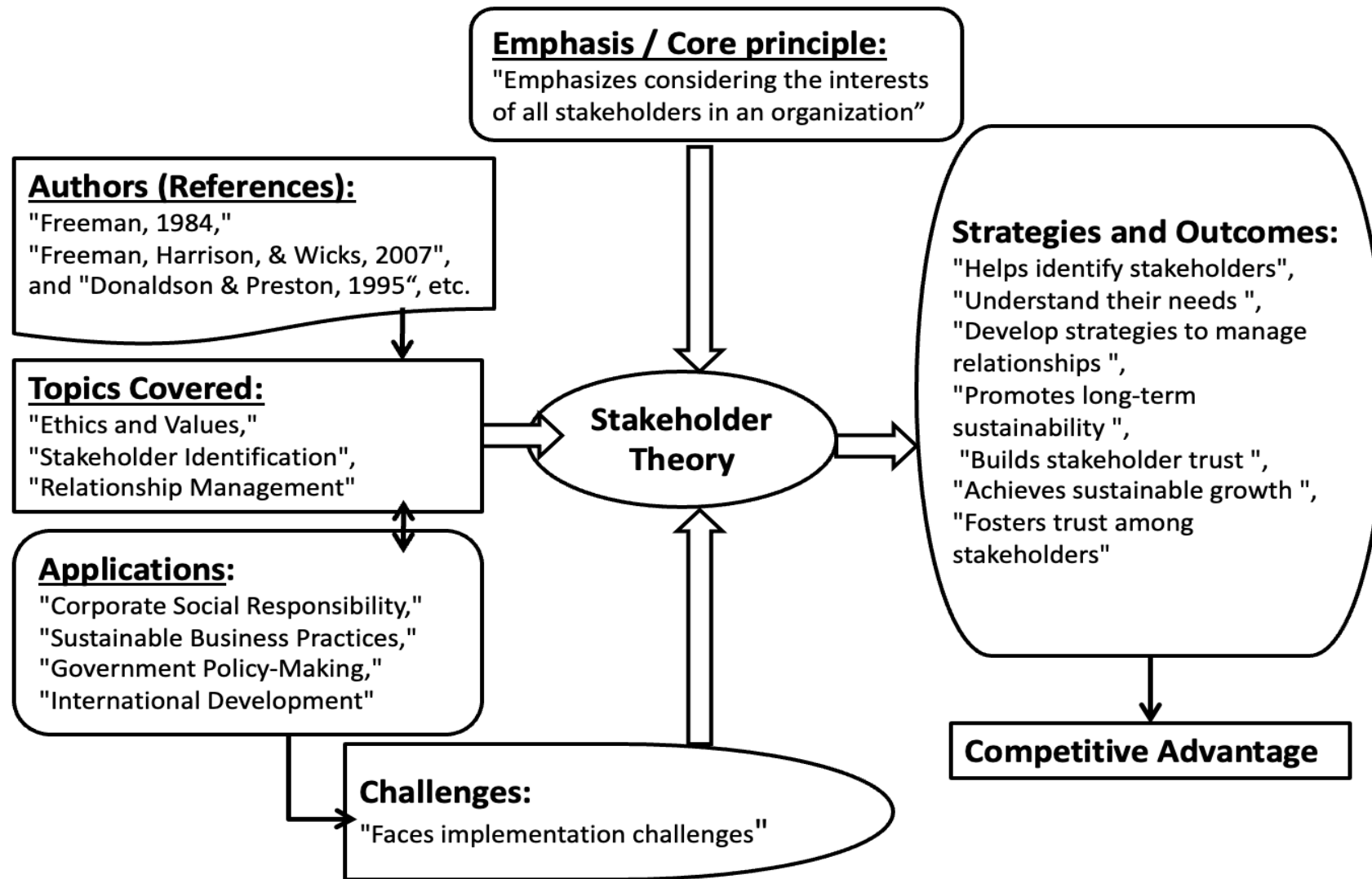


Construction of the conceptual framework, through which all further communication strategies will pass, which will be analyzed in the process of working on the project



Presentation of the results of the systematic literature review about the study at the XII International Scientific and Practical Conference "Actual Problems of Theory and Practice of Management" - with the publication of conference paper: "Social Media Intelligence: the use of communication strategies for stakeholders' engagement"

The interactions and coverage of stakeholder theory



General communication strategies



TO ESTABLISH AND
SUSTAIN TRUST



TO FOSTER
ENGAGEMENT AND
COLLABORATION



TO MANAGE
CHALLENGES AND
CRISES



TO ENSURE ACCURATE
INFORMATION FLOW



TO ADAPT AND
INNOVATE

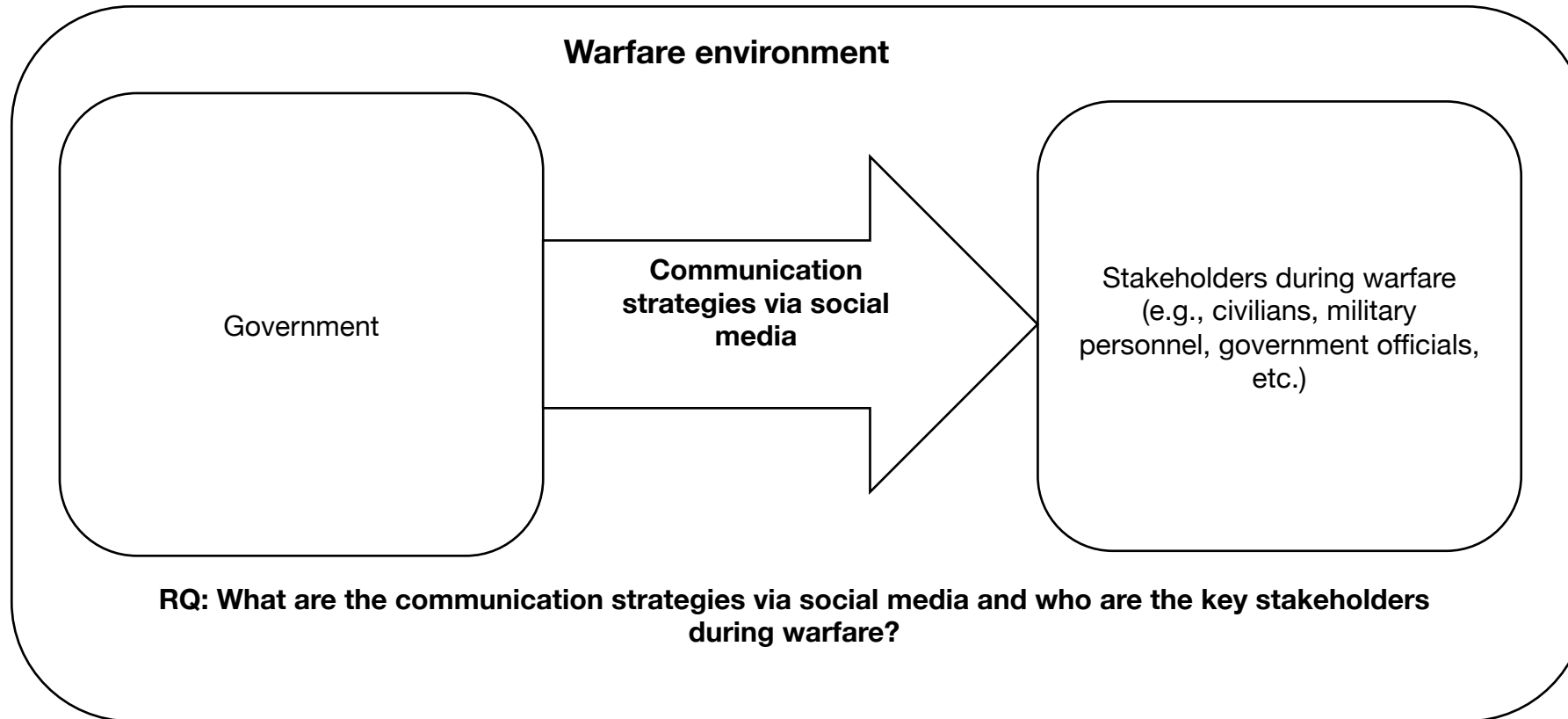


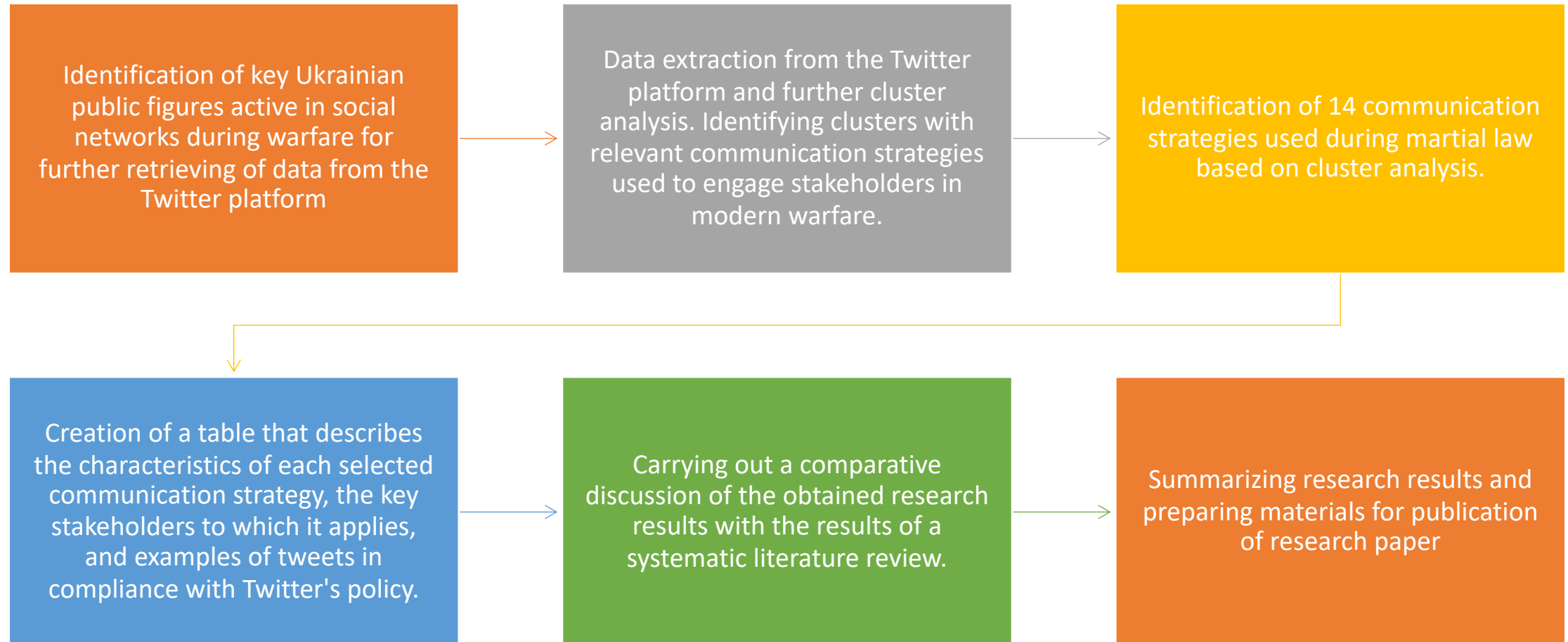
TO ALIGN WITH
VALUES AND ETHICS



TO CULTIVATE GLOBAL
PARTNERSHIPS

The conceptual framework





Key individuals in Ukraine during warfare

Statesmen	Armed Forces of Ukraine	Destructive persons-deputies	Political and military bloggers, experts	Media personalities are propagandists	Media persons are volunteers	Iconic persons who support Ukraine	Antagonist persons of Ukraine
<i>Volodymyr Zelenskyi</i> , President of Ukraine	<i>Zaluzhnyi Valery</i> , Commander-in-Chief of the Armed Forces of Ukraine	<i>Maryana Bezugla</i> , Ukrainian politician. People's Deputy of Ukraine	<i>Oleg Zhdanov</i> , Soviet and Ukrainian soldier, reserve colonel of the Armed Forces of Ukraine, Ukrainian military expert, video blogger	<i>Natalia Moseychuk</i> , Ukrainian journalist	<i>Serhii Prytula</i> , Ukrainian public and political figure, volunteer, TV presenter, actor.	Alexander Boris de Fefel-Johnson, British politician and former journalist; former Prime Minister of Great Britain	Vladimir Putin, President of the Russian Federation
<i>Denys Shmyhal</i> , Prime Minister of Ukraine	<i>Dmytro Marchenko</i> , Ukrainian military man, Major General of the Armed Forces of Ukraine	<i>Halyna Tretyakova</i> , Ukrainian politician and financier, People's Deputy of Ukraine	<i>Iryna Farion</i> , Ukrainian linguist, teacher, scientist, blogger, political and social activist	Kateryna Solyar, Ukrainian journalist, TV presenter, video blogger and radio host.		Joseph "Joe" Robinette Biden, President of the USA	Oleksandr Lukashenko, pro-Russian Belarusian politician, statesman and military figure, de facto President of Belarus
<i>Oleksiy Reznikov</i> , Minister of Defense of Ukraine	<i>Serhiy Kryvonos</i> , Ukrainian political and military figure, Major General of the Armed Forces of Ukraine,		<i>Serhii Haydai</i> , Ukrainian political technologist, specialist in marketing and advertising, election technologies				
<i>Hanna Malyar</i> , Ukrainian political and public figure, Deputy Minister of Defense of Ukraine			<i>Vadym Gerasimovych</i> , Ukrainian TV presenter, host of the TV channel "Rada", host of the YouTube channel "Politeka Online".				
<i>Iryna Vereshchuk</i> , Ukrainian politician and statesman, Deputy Prime Minister			<i>Vladimir Stus</i> , Strategy consultant, analyst, forecaster				
<i>Mykhailo Podolyak</i> , adviser to the head of the Office of the 6th President			<i>Mark Feigin</i> , Russian political and public figure, former lawyer, blogger				
<i>Andriy Yermak</i> , Ukrainian statesman, politician, lawyer, film producer, head of the Office of the 6th President			<i>Vitaly Portnikov</i> , Ukrainian publicist				
Dmytro Kuleba, Minister of Foreign Affairs of Ukraine			<i>Vadim Karasyov</i> , Ukrainian political scientist, political technologist and analyst, director of the private enterprise "Institute of Global Strategies"				
			<i>Yanina Sokolova</i> , Ukrainian journalist, social activist, blogger.				
			Taras Chornovil, Ukrainian political scientist, political activist, blogger				

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Identified communication strategies

A – to increase economic support by engaging with the relevant international members

B – to increase support for security (i.e. engagement with NATO members)

C – To inform and improve security situation and challenges

D – To establish, sustain and communicate peace process

E – To establish and improve anti-war coalition

F – To persuade international partners for weapon support and packages

G – To record and communicate war crimes

H – To provide support and communicate condolences for those who are lost during war

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I – To increase morale and inform the attempts towards democrac

J – To inform stakeholders about the successful outputs

K – To engage and sustain relationship with the international partners

Victory

Hope

Thank

Our study highlights 15 categories of communication strategies. Each category is further divided into subcategories and supported by relevant examples. For instance, under the category of engaging international members to increase economic support, subcategories include economic support and examples such as engagement with the EU Council. Similarly, under the category of informing stakeholders about security situations and challenges, subcategories include information and examples like discussions on peace talks and defense cooperation.



These subcategories and examples provide specific instances of Ukraine's communication efforts, showcasing the diversity and depth of the strategies employed. They cover a wide range of stakeholders, including international organizations, governments, politicians, and the general public from various countries.



Analyzing Ukraine's communication strategies in the context of modern warfare offers valuable insights into the complex nature of communication in contemporary conflicts. It underscores the significance of effective communication in shaping perceptions, mobilizing support, and achieving strategic objectives.

6. Summary

- Ukraine's engagement in global partnerships, diplomacy for peace, and alignment with ethical values reflect its endeavor to balance trust-building, collaboration, and ethical integrity in the midst of hostilities.
- The implications of these findings for governments are manifold. The fluidity and adaptability of communication strategies underscore the need for governments to remain agile in their approaches. As demonstrated by Ukraine's strategies, open dialogue, accountability, and a commitment to shared values can serve as powerful tools even in the face of conflict. Furthermore, our study suggests that the integration of traditional communication approaches with novel methods, could provide governments with a comprehensive toolkit for navigating complex geopolitical scenarios.

- In light of our research, we offer several recommendations. Governments should prioritize transparent communication, both domestically and on the international stage, to foster trust and cooperation. Additionally, strategic alliances and global partnerships can significantly enhance a government's ability to address challenges effectively. Moreover, investing in diplomatic channels and promoting ethical principles can contribute to lasting peace and stability.
- However, our study has certain limitations. The focus on Ukraine's communication strategies might not provide a complete picture of the broader global landscape of modern warfare communication.
- In conclusion, our study has shed light on the dynamic evolution of communication strategies, from traditional stakeholder engagement to their adaptation in the modern warfare context. The lessons drawn from the interplay between these strategies offer valuable insights for governments seeking to navigate the complexities of international relations and conflict resolution. By understanding and harnessing the power of effective communication, governments can foster collaboration, build trust, and contribute to a more peaceful and secure world.

Publication of research materials at conferences and in scientific journals

- Conference Paper: Kovtunenکو Yu.V., Kovalchuk O.V. & Ozcan S. (2023). Social Media Intelligence: the use of communication strategies for stakeholder engagement . Proceedings of the 12th International Scientific-Practical Conference “Current Issues in Theory and Practice of Management”, May 26, National University “Odessa Polytechnic”, Odessa, Ukraine. Pp. 23-25. URL: <https://economics.net.ua/files/science/men/2023/s1.pdf> [in Ukrainnian]
- In the process of implementation research paper: «Navigating the Digital Battlefield: Analysing President Zelenskyy's Social Media Communication Strategies During Conflict»

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Thank you very much for your attention!

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You can find detailed information about the project by following the link:
<https://op.edu.ua/international/projects/uk-ukraine-twinning-initiative-16>