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**ABSTRACT**

The social media marketing efforts pivot to the customer, however, not all marketing programs are valued by the customers. In the complexity of planning an integrated marketing strategy that aligns with the corporate strategy, fits with the core competencies, and leverages resources in line with the allocations done by the top management, marketers lose track of factors critical for successfully generating value for their customers and sustaining social media marketing relationships. In this research study, we examine the factors that generate value for customers and enable firms to transform customer value into relationships that enhance firm performance.

**ABOUT THE AUTHOR**

Dr. Manisha Mathur is an Assistant Professor of Marketing. She earned her Ph.D. in Business Administration (Marketing) from the University of Mississippi. She is a recipient of Thomas Ponzurick Top Research Paper Award and Graduate Achievement Award. Her research reflects investigations into practitioner issues with well-grounded theoretical perspectives. She has presented her research work at several conferences and has published her research in top peer-reviewed journals, such as *Journal of Brand Management*. Her research has been published in the areas including social media marketing, marketing strategy, brand management, relationship marketing, and business ethics.