

DEVELOPMENT OF SOCIAL NETWORKING SITES AND THEIR ROLE IN ONLINE SHARE TRADING & BUSINESS WITH SPECIAL REFERENCE TO FACEBOOK

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ABSTRACT

The earth is huge in size whose area is 510100000 km² which is divided into 243 countries worldwide and these countries have about 3200 religion and 6912 languages which are spoken by 7 billion people in world. These 7 billion people are using millions of websites out of which some sites are social networking sites, as per records of these sites about 5 billion people are using social networking sites to share and transfer information and views etc. to each other also for business purposes. If we think according to the above data. So communication is not possible physically in this huge world. Here only social networking sites are making this possible. The facebook is a leading social networking site whose users are 1 billion. Facebook has won this position of popularity in very short time. These social networking sites have their historical record of development and now they are facilitating various services to people and business worldwide. At present there are many stock brokers who provide share trading services/information to investor with the help of social networking sites or through a specific site for business purposes. This paper is trying to explain the concept of social networking sites and their role in business & online share trading.

KEYWORDS: Facebook, Online Share Trading, Online Share Brokers, Social Network, Social Networking, Social Networking Sites, Social Ecosystem, Social Graph, Social Trading

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