

## **Role of Facebook: A Review**

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This study is a literature review regarding the role of Facebook in teaching, marketing and relationship management. The literature identifies various roles are playing in today's globalized world. As literature declares Facebook plays roles in various fields such as, marketing, online games, education, teaching, romantic relationship management, managing relationship among friends, and stakeholder engagement. The current study limits its investigation in to selected roles of Facebook due to develop a narrow scope for this review. Hence selected roles of Facebook are academic teaching, marketing and romantic relationship management. One finding of the Bullock, 2011, is using blogging tools to further develop relationships with undergraduate and graduate students and engage them in meaningful discussions outside of class time. According to the studies of Beukeboom, 2011, Facebook plays a major role in romantic relationship management which creates emotional outcomes as relationship satisfaction and trait jealousy. Scolbe, 2006 argues that network is important in changing the way of business talk with customer and Bonsón, 2013 and Dholakia, 2010 indicates that Facebook plays a role as a communication channel in marketing at business level. Among them researchers have identifies FB plays an important role in connecting the social networks but to develop the scope to this study selected roles of FB are, FB in academic teaching, FB in marketing, FB in romantic relationship and FB in online games. Based on the discussion, it can be concluded that Facebook plays an important role in various fields.

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