## JOURNAL OF INTERNATIONAL ACADEMIC RESEARCH FOR MULTIDISCIPLINARY Impact Factor 1.625, ISSN: 2320-5083, Volume 3, Issue 2, March 2015

## THE IMPACT OF SOCIAL MEDIA ON CREATING NEW GENERATION OF LEADERS SOCIOECONOMIC STUDY IN THE LIGHT OF REVOLVING LEADERSHIP PARADIGM IN ISLAM

## DR.NIVEEN MOHAMED YOUSSEF ELSAGHIER\* DR AHMED SOBHY\*\*

\*Course Coordinator Marketing and International Business Department Arab Academy for Science, Technology and Maritime Transport, Egypt \*\*Owner of Qabaa Company, Egypt

## **ABSTRACT**

In this paper we shall be using several concepts, some of them are new and others are widely accepted. In the light of these new concepts and well-established concepts we shall discuss several problems. As we can see from the title of the research it's a multi-disciplinary, inter- disciplinary and above all trans- disciplinary. We have to note that some of the definitions in certain epistemes transgress into other epistemes with a change, not only in the denotations or the dialect meaning of the concept but also in the connotation or the wider symbolic and allegorical meaning of the concepts. E.g. friends in the context of media is a famous sitcom (1), but in social media friends are those people whom you add in your Facebook profile. Carl Rogers, The famous psychologist, defined friendship in his famous book "On becoming a person, a therapist view of Phsyco -therapy" as "a process not a state, it's a direction and not a destination where multiple people with different and similar characters travel along together.

**KEYWORDS:** Social Media

\_