

A Systematic Literature Review (PRISMA Compliant) On The Role Of Social Media On Small And Medium-Sized Enterprises (SMES) As Catalysts For Sustainable Development

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Abstract

Background: Social media's advent has revolutionised industry operations, particularly for Small and Medium- sized Enterprises (SMEs). Through the strategic use of social media platforms, small and medium- sized enterprises (SMEs) may increase their prominence, interact with clients individually, and cultivate strong customer allegiance to their brand. Furthermore, social media makes it easier for SMEs to access international markets, which presents development and expansion potential while reducing the environmental impact of traditional marketing strategies. SMEs may enhance their ability to compete, foster innovation, and contribute to attaining sustainable development objectives by using social media platforms.

Objective: This paper aims to (1) examine the role of social media in empowering SMEs as catalysts for sustainable development and (2) identify gaps in the literature that propose future research directions.

Methods: The researchers have identified and examined papers from various domains, including SMEs, sustainability, and social media. In February 2024, we conducted systematic literature reviews using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) criteria. After three rounds of selection, we finally selected 11 papers based on precise inclusion and exclusion criteria.

Conclusion: The strategic use of social media by SMEs improves performance and sustainability by augmentation of visibility, consumer engagement, and fostering loyalty. The discovered factors that influence the adoption of social media, such as pricing and support from authorities, provide valuable insights. The research emphasises the importance of digital platforms in achieving effective outcomes. It contributes to our knowledge of the connection between social media, small and medium-sized enterprises (SMEs), and sustainable development.

Keyword: 'MSMEs', 'small and medium-sized enterprises', 'Sustainability', 'Social Media'

Introduction

Introduction to SMEs Sustainability:

"Small and Medium-Sized Enterprises (SMEs) are recognized to be key drivers for innovation and growth in the economy, particularly in the context of sustainable development" (Prashar, A. (2020). The rise and extensive use of social media platforms in recent years has significantly transformed how people communicate and do business. "SMEs should possess the capability to effectively use diverse social media platforms to offer and expand their goods on a worldwide scale (Dumitriu, D., Militaru,

G., Deselnicu, D. C., Niculescu, A., & Popescu, M. A. M., 2019)". Utilising and managing digital media proficiently may result in a sustaining company.



Figure1. The 6-step SME Framework
Source: UN Global Compact

There has been an increasing trend among businesses in recent years to include environmental, social, and governance (ESG) reporting obligations in their business objectives and operations. This is because ESG factors have become increasingly important to stakeholders such as institutional investors, employees, and consumers. According to a survey conducted by the World Economic Forum 2022, “institutional investors now give equal importance to ESG factors (88%) alongside operational and financial factors when making investment decisions”. This highlights that ESG considerations have become a key driver of investment decisions in moderntimes.

Furthermore, it has been observed that employees are now choosing their workplaces based on their own beliefs and values. The survey found that 60% of employees make job decisions based on their company's ESG values (World Economic Forum, 2022). Another significant finding from the survey is that consumers are becoming more conscious of ESG issues when purchasing. The survey revealed that 58% of consumers support or buy products from brands which align with their values. This trend indicates that ESG considerations have become crucial in building brand loyalty and consumertrust.

It is crucial to note that globally, most SME firms which contribute to approximately 70% of employment drive up to 90% of global GDP, as per the International Labour Organization (ILO). This means that SMEs have a significant role in promoting sustainable development and achieving global ESG goals. The increasing significance of ESG factors emphasises the importance of businesses incorporating ESG considerations intotheir operations and business strategies.

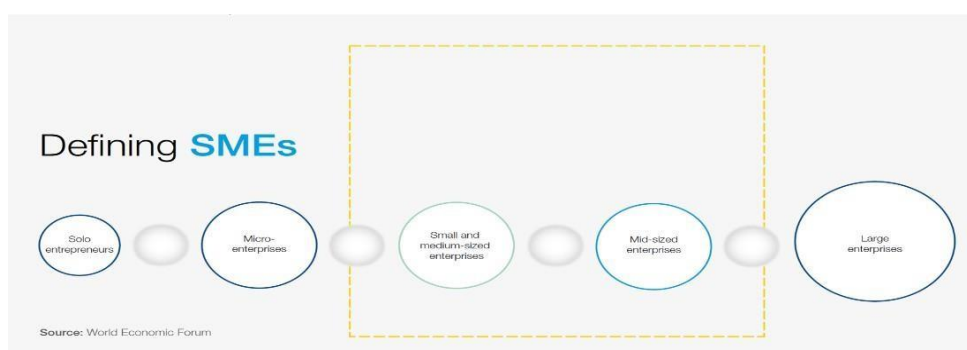


Figure 2: Defining SMEs.
Source: World Economic Forum

India has 63.39 million Micro, Small, and medium firms (MSMEs) spread across several sectors. These firms employ almost 111 million individuals, with 14% managed by women. Additionally, around 51.25% of these enterprises are in rural regions. The MSME sector has significant importance, constituting 30% of India's GDP and 49.5% of exports, according to the Centre for Responsible Business (CRB). As per the findings of Bruce et al. (2023), SMEs play a crucial role in enhancing the economy by contributing to creating jobs, social unity, income generation, and economic stability. Their impact is significant. Therefore, it substantially alleviates poverty, particularly in emerging nations (Kumar, 2017; Singh & Thakar, 2018).

Introduction to Social Media:

Social media has emerged as a game-changer for SMEs in today's highly competitive global markets. Social media facilitates business operations and offers SMEs unique opportunities to promote their products or services and connect with customers. This not only enhances their visibility but also helps them to establish themselves as a trusted brand. Social media can also help SMEs keep track of their competitors and stay up-to-date with the latest market trends. Overall, the benefits of social media for SMEs are significant and cannot be ignored in today's digital age. (Kang & Park, 2018; Taneja & Toombs, 2014; Chatterjee & Kumar Kar, 2020). Despite the advantages of social media in boosting sales, strengthening customer relationships, and enhancing overall company performance, only a small percentage of SMEs have embraced and used it (Jibril et al., 2019; Jin & Hurd, 2018). To ensure the long-term sustainability of SMEs, they need to leverage the benefits of social media. Further research indicates that the adoption of social media by SME consumers can also result in advantages that contribute to long-term viability and environmental responsibility (Mason et al., 2021; Amoah et al., 2021). The use of social media significantly influences SMEs' sustainable performance.

Research Objectives

The purpose of this paper: (1) to examine the role of social media in empowering SMEs as catalysts for sustainable development (2) to identify gaps in the existing literature and provide future directions for research.

Methods

Round 1: Keyword Search

Researchers conducted three selection rounds in February 2024, adhering to the rigorous Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) standards. These standards are crucial as they ensure the credibility and rigour of conducting systematic literature reviews. We began searching Google Scholar and SpringerLink Journals databases using predefined keywords. This initial step yielded 27,800 results in the Google Scholar database and 1,336 papers in the SpringerLink Journals database. We then applied the filter of Publication dates (2019-2024) to narrow the search, resulting in 16,600 results in the Google Scholar database and 1,224 results in the SpringerLink Journals database.

Round 2: Screening of Titles with exact keywords

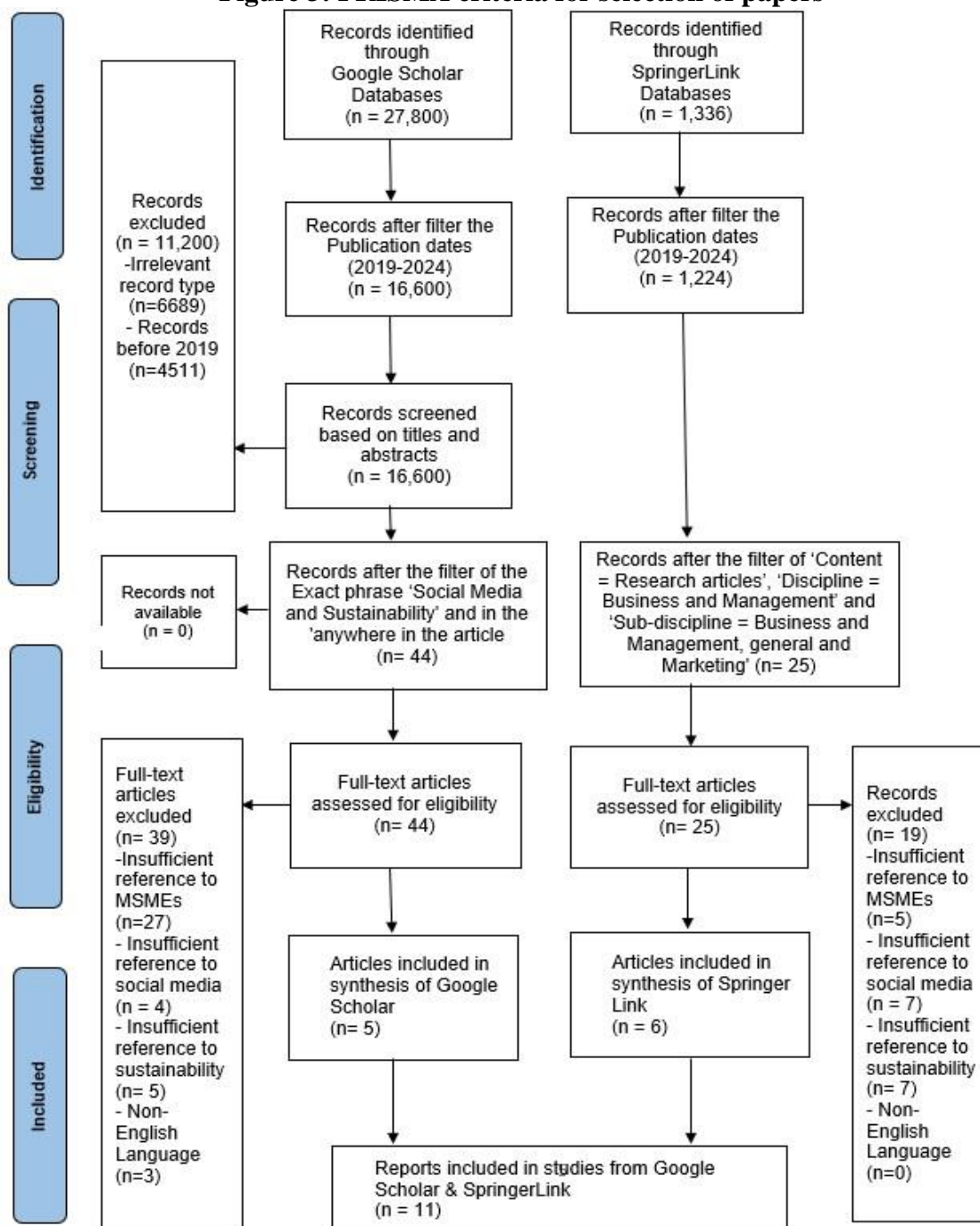
Next, after applying the filters of 'Content = Research articles', 'Discipline = Business and Management' and 'Sub-discipline = Business and Management, general' in the SpringerLink Journals database, we got 25 results. After filtering the exact phrase 'Social Media + Sustainability' and 'anywhere in the article' in the Google Scholar Journals database, we attained 44 results. We got five results after filtering the Exact phrase 'MSMEs' in the 'title of the article' in the Google Scholar Journals database. The total sample is 30 non-duplicate research articles that met our inclusion criteria of filters, keywords in titles, content, and disciplines. The authors cross-examined the results for accuracy and consistency. Several rounds of the debate were used to settle disagreements. The justification for this stage of screening was that the goal of our systematic literature analysis was to determine the

Sustainability of SMEs.

Round 3: Screening of Full Text

We removed/deleted 19 more papers in the round 3 of screening because they met at least one of the exclusions as mentioned in the previous criteria: We excluded any publication that satisfied at least one of the following criteria: (1) primary focus on Sustainability without SMEs (n=11); (2) primary focus on SMEs without social media (n=3); (3) themes matching keywords but irrelevant content (n=6). In the end, 11 papers remained in the sample. According to the PRISMA criteria, the selection procedure is summarised as follows:

Figure 3: PRISMA criteria for selection of papers



List of selected final 11 Papers

Authors	Title	Publication	Volume	Year	Publisher
Kholifaturrohmah, Ramita; Widiastuti, Ekaningtyas; Mulasiwi, Cut Misni; Wakhidati, Yusmi Nur;	The role of improving entrepreneur competency, innovation, and use of social media in the sustainability of msme in banyumas district	Journal of management, accounting, general finance, and international	3	2023	
Bruce, Emmanuel; Keelson, Solomon; Amoah, John; Bankuoru Egala, Sulemana;	Social media integration: An opportunity for SMEs sustainability	Cogent Business & Management	10	2023	Taylor & Francis
Amoah, John; Bruce, Emmanuel; Shurong, Zhao; Bankuoru Egala, Sulemana; Kwarteng, Kofi;	Social media adoption in SMEs sustainability: evidence from an emerging economy	Cogent Business & Management	10	2023	Taylor & Francis
Rusidah, Siti;	The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter?	Transnational Marketing Journal	11	2023	
Mu'tamar, Mohammad Fuad Fauzul; Ulya, Millatul; Burhan, Burhan; Kurniawan, Fajar;	Social Media Marketing and Sustainability of Small and Medium Enterprises (SMEs) During COVID-19 Pandemic: Case Study of Gucheel, Central Java, Indonesia	Agriekonomika	12	2023	
James A. CunninghamNadja DamijDolores ModicFemi Olan	MSME technology adoption, entrepreneurial mindset and value creation: a configurational approach	The Journal of Technology Transfer	48	2023	Springer
Paola Castellani Chiara Rossato Elena Giaretta Alfonso Vargas- SÁnchez	Partner selection strategies of SMEs for reaching the Sustainable Development Goals	Review of Managerial Science		2023	Springer

Authors	Title	Publication	Volume	Year	Publisher
Tarlan Ahmadov Susanne Durst Wolfgang Gerstlberger Elisabeth Kraut	SMEs on the way to a circular economy: insights from a multi-perspective review	Management Review Quarterly		2023	Springer
Nikhil Ghag Padmanav Acharya Vivekanand Khanapuri	Prioritizing the Challenges Faced in Achieving International Competitiveness by Export-Oriented Indian SMEs: a DEMATEL Approach	International Journal of Global Business and Competitiveness	17	2022	Springer
Maria Cristina Arcuri Raoul Pisani	Access to external credit during COVID- 19: evidence from green SMEs in Italy	Review of Managerial Science		2023	Springer
H. Kiran Kumar B. R. Naveen J. Savitha	Business Factors Challenging SMEs for Adopting Cloud-Based Solutions	International Journal of Global Business and Competitiveness	17	2022	Springer

Discussion

Understanding SMEs and Sustainability

Small and Medium-sized Enterprises (SMEs) play a crucial role in the global economy, contributing significantly to economic growth, innovation, and job creation (Gherghina et al.; Simionescu, L. N., 2020). With the advent of social media in recent years, how companies interact with consumers, promote their products, and adopt sustainable practices has undergone a significant transformation (Jha et al., N. K. (2023). The concept of sustainability is founded on three key pillars: environmental, economic, and social, with numerous descriptive terms such as 'ecological', 'green', and 'blue' present in the literature (Álvarez Jaramillo et al., 2019; Kowalska & Bieniek, 2022; Balcerzak et al., 2023). "Small and medium-sized enterprises (SMEs) demonstrate distinct behaviors compared to large corporations" (Cantele & Zardini, 2020). SMEs are characterised by their unique innovations, operations, and growth.

SMEs are frequently family-owned businesses that operate with great flexibility and efficiency and can quickly adapt to changes in the market due to immediate decision-making (Liñán et al., 2020; Domańska & Zajkowski, 2022). The growth of these businesses is greatly influenced by the expertise and practical knowledge of the owner, who typically serves as a manager (Dvorsky et al., 2022; Malkowska & Uhruska, 2022; Çera et al., 2022). They often seek out market niches where they can actively participate, thereby reducing competition. Owners of SMEs place a high value on economic independence, meaning they usually finance their businesses primarily using their capital.

Small and medium-sized enterprises (SMEs) consider meeting the local community's requirements as sustainable growth, according to Smith et al. (2022). Ciemleja and Lace have identified several critical factors that impact the sustainable development of enterprises. The enterprise's sales are influenced by various factors, including its consumers' buying capacity and ability to purchase its products and services. The company's financial stability also plays a significant role in determining its success. And its positive profitability trends, the adoption of an ecological approach in the management process, the competencies and skills of the staff, and the favourable perception of the enterprise by society (Ciemleja & Lace, 2011).

Understanding Social Media

Social networks are essential assets for establishing robust and valued relationships. Entrepreneurs can access current and trustworthy information (Borah et al., 2022). The network's size and the intensity of the interactions among its members are significant. These characteristics impact the firm's capacity to recognise opportunities and accomplish objectives (Chen et al., 2018).

The recognition of social media's significance among SMEs and their willingness to incorporate social media into their company's management has grown, resulting in an amplified role of social media in the operations of SMEs in V4 countries, namely, the Czech Republic, Hungary, Poland, and Slovakia (Belás et al., 2021). Social media's growing popularity has provided companies with numerous opportunities to reach a broader audience, promote and sale various products, engage with stakeholders, exchange information and ideas, and cultivate a favourable corporate image (Borah et al., 2022; Bocconcelli et al., 2017; Bednarz & Orelly, 2020). Chen et al. (2018) established that social networks have a regulatory function in connecting entrepreneurship and regional economic growth. They establish and enhance the reliance on resources between entities and the external environment. The engagement of SMEs on social media aligns with the principles of Industrial Revolution 4.0. It enables these firms to establish a work culture based on digital technologies and develop a positive reputation. This, in turn, enhances their ability to adapt to changes quickly and promotes the sustainable growth of SMEs (Rozak et al., 2021; Frajtova Michalikova, 2023).

The usage of social media is not just a means of creating a corporate reputation, but also one of the most important means. The selection of the suitable communication channel can help companies optimize their reputation (Floreddu et al., 2019). Being aware of the power of corporate reputation on the internet has led firms to counsel their employees on how to carefully use social media for avoiding any damage to their company's position (Schaarschmidt & Walsh, 2020). This underscores social media's positive influence on a company's image, instilling confidence in its potential to enhance corporate reputation.

Social Media Involvement in Sustainability SMEs

Small and medium-sized enterprises (SMEs) use social media as an essential tool for business operations. Social media has become integral to businesses of all sizes, including SMEs. According to Bugshan (2019), social media platforms significantly share and improve information. In recent years, social media applications have emerged as a cost-effective, user-friendly, and widely accessible means for SMEs to enhance their performance and incorporate social media into their business operations (Ur Rahman et al., 2020; Kateri, 2021).

Several studies have demonstrated that SMEs using social media are more likely to gain a competitive advantage. For instance, Amoah and Bashiru Jibril (2020) noted that social media can give SMEs an edge over their competitors by facilitating information sharing and increasing customer awareness. Similarly, big data analytics have been shown to impact the performance of SMEs operating in developing economies significantly (Mukherjee et al., 2022).

The benefits of social media for SMEs are numerous. Social media can help SMEs manage customer relationships, provide customer service, enhance the firm's image, and improve co-creation efficiency (Cheng & Shiu, 2019; Silver et al., 2020; Bruce et al. et al., 2022; Virglerová et al., 2022). Additionally, social media can be used to increase customer engagement and loyalty, which is crucial for SMEs' long-term sustainability and growth (Hernandez et al., 2022).

Furthermore, research has shown that integrating social media into internal operations, marketing, and sales can favour SMEs' performance (Olayah, 2019). Small and medium-sized enterprises (SMEs) are more likely to achieve their business objectives and goals when utilising social media technology (Sedalo et al., 2022). Therefore, incorporating social media into their operations is crucial for SMEs looking to thrive in today's highly competitive business environment.

Summary of the Final Papers

Citation	Themes	Methodology	Summary
<p>kholifaturrohmah, r., widiastuti, e., mulasiwi, c. m., & wakhidati, y. n. (2023). The role of improving entrepreneur competency, innovation and use of social media in the sustainability of msme in banyumas district. journal of management, accounting, general finance and international economic issues, 3(1), 107-117.</p>	<p>1) The strategic utilization of social media can aid MSMEs in expanding their business.</p> <p>2) A study conducted on MSMEs in the Banyumas Regency area aims to analyze the enhancement of entrepreneurial skills, innovation, and the implementation of social media to attain sustainable MSMEs.</p>	<p>1) The target group for the study comprises of micro, small and medium enterprises (MSMEs) located in the Banyumas Regency Area.</p> <p>2) A convenience sampling technique was used.</p> <p>3) The SPSS program was utilized to perform multiple regression analysis.</p>	<p>1) The analysis results indicate that the sustainability of MSMEs is positively and significantly influenced by knowledge and social media.</p> <p>2) Conversely, the sustainability of MSMEs is not influenced by skills, abilities, and innovation.</p> <p>3) According to the research findings, MSME actors should focus on improving their skills, abilities, and innovation to</p>
<p>Bruce, E., Keelson, S., Amoah, J., & Bankuoru Egala, S. (2023). Social media integration: An opportunity for SMEs sustainability. Cogent Business & Management, 10(1), 2173859.</p>	<p>1) This study assesses how social media affects SMEs' performance and sustainability in manufacturing industry.</p> <p>2) The research explores how social media integration improves SME</p>	<p>1) The study focused on snowball sampling as a non-random sampling technique.</p> <p>2) The analysis of the data was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) techniques.</p>	<p>1) The performance of SME manufacturing firms was found to be directly and positively correlated with social media integration.</p> <p>2) A study has shown that the utilization of social media has a significant and positive impact on the performance of SME</p>

Citation	Themes	Methodology	Summary
Amoah, J., Bruce, E., Shurong, Z., Bankuoru Egala, S., & Kwarteng, K. (2023). Social media adoption in smes sustainability: evidence from an emerging economy. <i>Cogent Business & Management</i> , 10(1), 2183573.	<p>1) The purpose of this study was to investigate the factors affecting social media application adoption and their impact on SMEs' sustainability in Ghana's context</p> <p>2) Examine social media impact on SMEs' sustainability in the context of emerging economies</p>	<p>1) Data was collected from 430 managers of SMEs in Ghana</p> <p>2) Using a structured questionnaire</p> <p>3) Analyzed using a PLS-SEM</p>	<p>1) Findings revealed that cost-effectiveness, customer pressure, employees' competence, financial resource availability, and leaders' support positively influence social media adoption, while social media adoption also impacts SME firms' sustainability.</p> <p>2) A negative effect was, however, observed for factors like industry pressure, perceived complexity, relative advantage, and perceived compatibility 3) This study contributes to the rising deployment of social media by businesses to improve their competitiveness</p>
Kumar, H.K., Naveen, B.R. and Savitha, J. (2022) 'Business factors challenging smes for adopting cloud-based solutions', <i>International Journal of Global Business and Competitiveness</i> , 17(2), pp. 203–214. doi:10.1007/s42943-022- 00058-8.	<p>1) The challenges faced by SMEs in adopting cloud computing can be attributed to various factors such as the impact of business, economic performance, and environmental performance.</p>	<p>1) This study was conducted based on surveys that were filled out by 410 SME participants.</p> <p>2) The technique of multiple regression analysis was utilized in this study.</p>	<p>1) Small and medium enterprises (SMEs) in Karnataka can overcome their business challenges by embracing cloud computing technology.</p> <p>2) The positive correlation between technological, organizational, environmental, and economic performance factors highlights their significance.</p>
Rusidah, S. (2023). The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter? <i>Transnational Marketing Journal</i> , 11(1), 17-30.	<p>To analyze the relationship between digital marketing, purchase intention, and actual purchase decisions, and evaluate the impact of digital marketing on the sustainable performance of micro, small, and medium-sized firms (MSMEs) in Indonesia.</p>	<p>A three-month-long online survey was conducted via online platforms and social media to collect data from a sample of 400 micro, small, and medium-sized firms. The collected data was analyzed structural equation modeling (SEM).</p>	<p>1) The study's findings provide compelling evidence that a strong positive correlation exists between digital marketing and the purchase decisions of MSMEs, with the purchase intention acting as a moderator.</p> <p>2) The research sheds new light on how digital marketing affects micro, small, and medium-sized enterprises (MSMEs) in Indonesia.</p>

Citation	Themes	Methodology	Summary
Cunningham, J. A., Damij, N., Modic, D., & Olan, F. (2023). MSME technology adoption, entrepreneurial mindset and value creation: A configurational approach. <i>The Journal of Technology Transfer</i> , 48(5), 15741598. doi:10.1007/s10961-023- 10022-0	1) Analyzing the factors that determine the adoption of technology and entrepreneurial mindset in MSMEs.	1) The fuzzyset qualitative comparative analysis (fsQCA) technique is employed. 2) The analysis is conducted on a sample with a small number of observations. 3) Complexity theories are utilized within a configurational approach. 4) A calibration method is used to scale the ratio of return on assets.	1) Technology adoption and opportunity recognition can occur even without cognition being present as a necessary condition. 2) Factors such as organizational or environmental conditions, combined with opportunity recognition, can facilitate technology adoption among MSMEs. 3) The absence of specific contextual elements related to technology adoption, specifically the inadequate conceptualization of entrepreneurial mindset, is problematic. 4) Both cognition and opportunity recognition have the potential to result in entrepreneurial action for the purpose of value creation.
Mu'tamar, M. F. F., Ulya, M., Burhan, B., & Kurniawan, F. (2023). Social MediaMarketing and Sustainability of Small and Medium Enterprises (SMEs) During COVID-19 Pandemic: Case Study of Gucheez, Central Java, Indonesia. <i>AGRIEKONO MIKA</i> , 12(1), 95-102.	1) The aim is to analyze how social media marketing Affects the sustainability of small and medium-sized enterprises (SMEs).	1) Employed a descriptive exploratory approach using qualitative methods. 2) Conducted in-depth interviews withowners as sources of information. 3) Utilized a personal approach through an unstructured questionnaire. 4) Employed a descriptive qualitative interactive model.	1)To ensure their sustainability, small and medium-sized enterprises (SMEs) need to be proficient in utilizing social media marketing. 2) In the face of challenging circumstances, SMEs tend to exhibit a higher degree of creativity and innovation to adapt to the fast-paced digital technology era. 3) By implementing social media marketing, the financial condition of the company has improved significantly, leading to its sustained growth and stability.




Citation	Themes	Methodology	Summary
Castellani, P., Rossato, C., Giaretta, E., & Vargas- Sánchez, A. (2023). Partner selection strategies of smes for reaching the Sustainable Development Goals. <i>Review of Managerial Science</i> . doi:10.1007/s11846-023- 00656-7	To explore the attributes of partners of small and medium- sized enterprises (SMEs) that can enhance the progress towards attaining the Sustainable Development Goals (SDGs). It is crucial to establish a vision that is backed by an understanding of the societal issues that require attention.	1) Approach of this research is qualitative in nature. 2) The study utilizes a longitudinal case study design.	1) The Wråd case study has demonstrated that small and medium- sized enterprises (SMEs) can play a significant role in achieving the Sustainable Development Goals (SDGs) by establishing partnerships with various stakeholders. 2) According to this research, the SMEs' partners can be classified based on four dimensions: economic, environmental, social, and purpose. 3) The social dimension of SMEs' partnerships includes sub-dimensions such as public health, employee engagement, brand reputation, and influence on local communities.
Ahmadov, T. <i>et al.</i> (2023) 'SMEs on the way to a circular economy: Insights from a multi perspective review', <i>Management Review Quarterly</i> [Preprint]. doi:10.1007/s11301-023- 00380-2.	Using the MLP approach as a Theoretical lens, conduct a systematic literature review (SLR) to determine and analyze existing research on the transition of SMEs to CE.	1) Using a combination of descriptive statistical analysis, an SLR was performed. 2) Descriptive statistical analysis and content analysis were carried out on 95 documents.	1) The MLP framework offers a comprehensive view of the transition towards CE in SMEs by considering the interconnectedness between micro, meso, and macro levels. 2) It has provided valuable insights into the subject and gained an alternative perspective in the existing literature.
Arcuri, M.C. and Pisani, R. (2023) 'Access to external credit during COVID-19: Evidence from green smes in Italy', <i>Review of Managerial Science</i> [Preprint]. doi:10.1007/s11846-023- 00654-9.	1) The objective of this research is to analyze how the adoption of environmentally conscious practices can affect a business's response to changes in the market.	1) To the complete data of Italian SMEs that are present in the AIDA Bureau van Dijk database. 3) The sample size that I am looking for consists of 53,891 SMEs.	1) SMEs in Italy that are focused on green initiatives receive similar levels of external funding as other SMEs, but they tend to rely more on trade credit compared to non-green SMEs. 2) Existing literature suggests that this could be because trade credit is viewed as a vital aspect of long-term portfolio management strategy, serving to strengthen relationships with clients.

Citation	Themes	Methodology	Summary
Ghag, N., Acharya, P. and Khanapuri, V. (2022) 'Prioritizing the challenges faced in achieving international competitiveness by export- oriented Indian smes: A DEMATEL approach', <i>International Journal of Global Business and Competitiveness</i> , 17(S1), pp. 12–24. doi:10.1007/s42943-022- 00061-z.	<p>1) The aim is to examine the obstacles faced by Indian SMEs with export- oriented business models in achieving International Competitiveness.</p> <p>2) The researchdelves into the hindrances and their interdependencies by utilizing the decision- making trial and evaluation laboratory technique (DEMATEL).</p>	<p>1) A thorough examination of existing literature was performed.</p> <p>2) Surveys were created with the intention of gathering data.</p> <p>3) A Delphi method was utilized.</p> <p>4) The DEMATEL technique</p>	<p>1) Small and Medium Enterprises (SMEs) face significant obstacles in achieving international competitiveness, mainly due to a lack of international experience and limited information.</p> <p>2) To enable decision-makers to tackle the challenges and improve their global competitiveness, the study prioritized the obstacles and identified the cause-and-effect relationships between them.</p> <p>3) The study aims to assist executives in identifying the barriers to international competitiveness in their businesses, enabling them to take appropriate action.</p>

Graphical representation of Data:

Citation	Word Cloud
Kholifaturrohmah, R., Widiastuti, E., Mulasiwi, C. M., & Wakhidati, Y. N. (2023). THE ROLE OF IMPROVING ENTREPRENEUR COMPETENCY, INNOVATION AND USE OF SOCIAL MEDIA IN THE SUSTAINABILITY OF MSMES IN BANYUMAS DISTRICT. JOURNAL OF MANAGEMENT, ACCOUNTING, GENERAL FINANCE AND INTERNATIONAL ECONOMIC ISSUES, 3(1), 107-117.	
Bruce, E., Keelson, S., Amoah, J., & Bankuoru Egala, S. (2023). Social media integration: An opportunity for SMEs sustainability. Cogent Business & Management, 10(1), 2173859.	

Citation	Word Cloud
Amoah, J., Bruce, E., Shurong, Z., Bankuoru Egala, S., & Kwarteng, K. (2023). Social media adoption in smes sustainability: evidence from an emerging economy. Cogent Business & Management, 10(1), 2183573.	A word cloud representing the keywords in the citation by Amoah et al. (2023). The most prominent words are "social media adoption", "technology", "innovation", "sustainable", "business", "factors", "influence", "pressure", "perceived", "study", "firm new", "developing", "support", "compatibility", "framework", "role", "small", "financial significant", "firms impact", "performance technological advantage", "research", and "industry".
Rusidah, S. (2023). The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter?. Transnational Marketing Journal, 11(1), 17-30.	A word cloud representing the keywords in the citation by Rusidah (2023). The most prominent words are "digital marketing", "behavior", "intention", "performance", "Indonesian consumers", "role online", "effect", "intent", "friendly businesses", "using Indonesia", "consumer", "msme", "relationship", "long-term", "sustainability", "study", "decision", and "environmentally findings".
Mu'tamar, M. F. F., Ulya, M., Burhan, B., & Kurniawan, F. (2023). Social Media Marketing and Sustainability of Small and Medium Enterprises (SMEs) During COVID-19 Pandemic: Case Study of Gucheez, Central Java, Indonesia. AGRIEKONOMIKA, 12(1), 95-102.	A word cloud representing the keywords in the citation by Mu'tamar et al. (2023). The most prominent words are "media business", "sustainability", "owners", "time", "using", "enterprises", "products", "SME", "makes", "Media de Marketing", "there", "cost indonesia T", "turnover Guci", "new", "branding", "financial", "product system", "Small", "adapt", "Medium", "economic maintain technology", "sales digital", "carried company condition addition", "central", and "socialmarketing".
Cunningham, J. A., Damij, N., Modic, D., & Olan, F. (2023). MSME technology adoption, entrepreneurial mindset and value creation: A configurational approach. The Journal of Technology Transfer, 48(5), 1574–1598. doi:10.1007/s10961-023-10022-0	A word cloud representing the keywords in the citation by Cunningham et al. (2023). The most prominent words are "entrepreneurship", "entrepreneurial technological", "management information", "entrepreneurs cognition international", "Lee Journal digital support", "recognition", "analysis", "We", "Our research Research small factors", "MSME model creation computing purposes", "innovation companies conditions", "MSME technologies framework", and "opportunity Cunningham".
Castellani, P., Rossato, C., Giaretta, E., & Vargas-Sánchez, A. (2023). Partner selection strategies of smes for reaching the Sustainable Development Goals. Review of Managerial Science. doi:10.1007/s11846-023-00656-7	A word cloud representing the keywords in the citation by Castellani et al. (2023). The most prominent words are "sustainability", "business", "innovation skills environmental", "purpose development", "partner strategies dimension company product", "products", "sustainable chain social", "data case research processes economy", "goals management characteristics sdgs", "manag castellani awareness partnerships", "environment dimensions", and "dimensions".

Citation	Word Cloud
Ahmadov, T. <i>et al.</i> (2023) ‘SMEs on the way to a circular economy: Insights from a multi-perspective review’, <i>Management Review Quarterly</i> [Preprint]. doi:10.1007/s11301-023-00380-2.	
Ghag, N., Acharya, P. and Khanapuri, V. (2022) ‘Prioritizing the challenges faced in achieving international competitiveness by export-oriented Indian smes: A DEMATEL approach’, <i>International Journal of Global Business and Competitiveness</i> , 17(S1), pp. 12–24. doi:10.1007/s42943-022-00061-z.	
Arcuri, M.C. and Pisani, R. (2023) ‘Access to external credit during COVID-19: Evidence from green smes in Italy’, <i>Review of Managerial Science</i> [Preprint]. doi:10.1007/s11846-023- 00654-9.	

Combined word cloud of all final selected papers (MAXQDA generated):



Sustainability in SMEs: Identification of the Research Gaps

Based on the systematic literature review conducted on the role of social media in empowering SMEs as catalysts for sustainable development, several gaps in the literature emerge, suggesting potential avenues for future research:

- While existing studies have explored the impact of social media adoption on SME sustainability, there is a need for more research focusing on specific sectors or industries within the SME landscape. Understanding how social media strategies vary across different sectors can provide valuable insights into sector-specific challenges and opportunities for sustainable development.

- The literature review reveals a lack of attention to social media's role in facilitating collaboration and knowledge sharing among SMEs for sustainable development. Future research could investigate how social media platforms can serve as virtual ecosystems for SMEs to collectively exchange ideas, resources, and best practices to achieve sustainability goals.
- There is limited research on the long-term effects of social media usage on SMEs' environmental sustainability practices.

Investigating the influence of social media on SMEs' adoption of eco-friendly practices, such as green manufacturing or sustainable supply chain management, can provide valuable insights into how digital technologies can contribute to environmental sustainability within the SME sector. Addressing these gaps in the literature can advance our understanding of the multifaceted relationship between social media, SMEs, and sustainable development, ultimately informing policy and practice for promoting sustainability in the SME sector.

Conclusions

In conclusion, this literature review systematically examines how social media plays a crucial role in enabling Small and Medium-sized Enterprises (SMEs) to act as catalysts for sustainable development. By analysing 11 specific papers, it becomes evident that SMEs can benefit from using social media platforms to increase their visibility, interact with customers personally, and develop brand loyalty. The results highlight the positive influence of integrating social media on SMEs' performance and sustainability, particularly in innovation, customer relationships, and market expansion. Furthermore, this review identifies several factors that affect SMEs' adoption of social media, including cost-effectiveness, customer pressure, and leadership support. In general, this review provides valuable insights into the increasing body of knowledge concerning the intersection of social media, SMEs, and sustainable development, underscoring the significance of using digital platforms to achieve positive economic, social, and environmental outcomes.

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Weblinks

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