



#119 (1570787709): The use of social media by entrepreneurial and small firms: systematic literature review

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Authors	<div><div></div><div></div><div></div></div>	<table><tr><th>Drag to change order</th><th>Name</th><th>ID</th><th>Edit</th><th>Flag</th><th>Affiliation (edit for paper)</th><th>Email</th><th>Country</th><th>Email</th><th></th></tr><tr><td><div></div></td><td>Pantas H. Silaban</td><td>1928893</td><td>not creator</td><td></td><td>University of HKBP Nommensen, Indonesia</td><td>pantas.silaban@uhn.ac.id</td><td>Indonesia</td><td></td><td><div></div></td></tr><tr><td><div></div></td><td>Wen-Kuo Chen</td><td>1928894</td><td><div></div></td><td></td><td>Chaoyang University of Technology, Taiwan</td><td>wkchen@cyut.edu.tw</td><td>Taiwan</td><td></td><td><div></div></td></tr><tr><td><div></div></td><td>Andri Dayarana K. Silalahi</td><td>1928680</td><td><div></div></td><td></td><td>Chaoyang University of Technology, Taiwan</td><td>s10937910@gm.cyut.edu.tw</td><td>Taiwan</td><td></td><td><div></div></td></tr></table>	Drag to change order	Name	ID	Edit	Flag	Affiliation (edit for paper)	Email	Country	Email		<div></div>	Pantas H. Silaban	1928893	not creator		University of HKBP Nommensen, Indonesia	pantas.silaban@uhn.ac.id	Indonesia		<div></div>	<div></div>	Wen-Kuo Chen	1928894	<div></div>		Chaoyang University of Technology, Taiwan	wkchen@cyut.edu.tw	Taiwan		<div></div>	<div></div>	Andri Dayarana K. Silalahi	1928680	<div></div>		Chaoyang University of Technology, Taiwan	s10937910@gm.cyut.edu.tw	Taiwan		<div></div>
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Title	<div></div>	<p><i>The use of social media by entrepreneurial and small firms: systematic literature review</i></p> <p>Entrepreneurs and small business owners are converting their services into the current era of social media development to keep up with changes in modern styles by using social media as the primary channel for marketing, sales, and advertising. Entrepreneurs and small businesses must also be able to adapt and gain a competitive edge in today's highly competitive business environment. The purpose of this study is to review the literature on the use of social media by entrepreneurs and small business owners in the Small and Medium-Sized Enterprises (SMEs) sector. As a result of the systematic literature review conducted through the study, entrepreneurs and small businesses will gain a competitive advantage by using social media effectively. Entrepreneurs with a high level of self-efficacy are likely to use social media effectively. As a result of this study, we found that increasing company value, supporting social entrepreneurship, and implementing social change programs are all effective ways to promote corporate social responsibility.</p>																																								
Abstract	<div></div>																																									
Keywords	<div></div>	social media; entrepreneurial; small firms; systematic literature review																																								
Presenter(s)	<div></div>	Andri Dayarana K. Silalahi (bio) <div></div> <div></div>																																								
Registration Session	<div></div>	Andri Dayarana K. Silalahi has registered and paid for Registration:Student <div></div> <div></div> PS5-2: PS5-2 from Fri, March 25, 2022 08:30 +07 until 10:10 (1st paper) in Room2 (20 min.)																																								
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Reviews

2 Full Reviews

Review 1

Originality	Significance of Topic	Presentation
Neutral (5)	Neutral (5)	Neutral (5)

Strengths/Weakness (What are the major reasons to accept/reject the paper? [Be brief.])

This paper describes a literature review on the usage of social media by entrepreneurs and small businesses in recent years. The paper presents interesting details, however, the formatting needs serious improvements.

Methodology in Table 4 should have a title for the technique instead of just copy/pasting the title of the paper. Likewise, in Table 5, the reserach findings should also be listed in few words instead of copy/pasting from the abstract or conclusion. Lengthy sentences are not put in Tables.

Contribution/s & Detailed comments (What are the major issues addressed in the paper? Do you consider them important? Comment on the degree of novelty, creativity and technical depth in the paper. Please provide detailed comments that will be helpful to the TPC for assessing the paper, as well as feedback to the authors.)

The literature review must be concise and should conclude something. What is your conclusion? Please write clearly.

Review 2

Originality	Significance of Topic	Presentation
Accept (8)	Strong Accept (10)	Accept (8)

Strengths/Weakness (What are the major reasons to accept/reject the paper? [Be brief.])

ACCEPT

Contribution/s & Detailed comments (What are the major issues addressed in the paper? Do you consider them important? Comment on the degree of novelty, creativity and technical depth in the paper. Please provide detailed comments that will be helpful to the TPC for assessing the paper, as well as feedback to the authors.)

The manuscript shows the use of social media by entrepreneurs in the SMEs sector. This applicability is most important in marketing, sales, and advertising modern styles.