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2022 International Conference on Decision Aid Sciences and Applications, DASA 2022 • Pages 947 - 952 • 2022 • 2022 International Conference on Decision Aid Sciences and Applications, DASA 2022 • Chiangrai • 23 March 2022through 25 March 2022 • Code 179103

Document type

Conference Paper

Source type

Conference Proceedings

ISBN

978-166549501-1

DOI

10.1109/DASA54658.2022.9765244

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# The use of social media by entrepreneurial and small firms: systematic literature review

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## Abstract

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

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