

BIBLIOGRAPHY

- Abed, S.S., Dwivedi, Y.K., & Williams, M.D. (2015a). SMEs' adoption of e-commerce using social media in a Saudi Arabian context: A systematic literature review. *International Journal of Business Information Systems*, 19(2), 159–179. <https://doi.org/10.1504/IJBIS.2015.069429>.
- Agnihotri, R., Dingus, R., Hu, M. Y., & Krush, M. T. (2016). Social media: Influencing customer satisfaction in B2B sales. *Industrial Marketing Management*, 53, 172–180.
- Agnihotri, R., Kothandaraman, P., Kashyap, R., & Singh, R. (2012). Bringing “social” into sales: The impact of salespeople's social media use on service behaviors and value creation. *Journal of Personal Selling & Sales Management*, 32(3), 333–348.
- Ainin, S., Parveen, F., Moghavvemi, S. and Jaafar, N.I. (2015), “Factors influencing the use of social media by SMEs and its performance outcomes”, *Industrial Management & Data Systems*, Vol. 115 No. 3, pp. 570-588, available at: <http://dx.doi.org/10.1108/TMDS-07-2014-205>.
- Akbar, A., Hussain, A., Shahzad, A., Mohelska, H., & Hassan, R. (2022). Environmental and echnological factor diffusion with innovation and firm performance: Empirical evidence from manufacturing SMEs. *Frontiers in Environmental Science*, 10, 960095. <https://doi.org/10.3389/fenvs.2022.960095>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K. and Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Alberghini, E., Cricelli, L., & Grimaldi, M. (2014). A methodology to manage and monitor social media inside a company: a case study. *Journal of Knowledge Management*, 18(2), 255-277. <http://doi.org/10.1108/JKM-10-2013-0392>
- Algharabat, R., Alalwan, A. A., Rana, N. P., and Dwivedi, Y. K. (2017). Three dimensional product presentation quality antecedents and their consequences for online retailers: The moderating role of virtual product experience. *Journal of Retailing and Consumer Services*, 36, 203-217.
- Andzulis, J., Panagopoulos, N. G., & Rapp, A. (2012). A review of social media and mplications for the sales process. *Journal of Personal Selling & Sales Management*, 32(3), 305–316.

- Barnes, D., Clear, F., Dyerson, R., Harindranath, G., Harris, L. and Rae, A. (2012), "Web 2.0 and micro-businesses: an exploratory investigation", *Journal of Small Business and Enterprise Development*, Vol. 19 No. 4, pp. 687-711.
- Bennett, E. Lehmann. 2017. *The need of social media on SMEs performance*. Prentice House
- Bennett, S. (2012), "Social media is making a big impact on small business", available at: www.mediabistro.com/alltwitter/social-media-small-business_b26932 (accessed June 2013).
- Billings, A. (2014). Power in the reverberation why Twitter matters, but not the way most believe. *Communication & Sport*, 2(2), 107-112.
- Braun, V., & Clarke, V. (2013). *Successful Qualitative Research: A Practical Guide for eginners*. 400.
- Brewer, A., & Zhao, J. (2010), The impact of a pathway college on reputation and brand awareness for its affiliated university in Sydney. *International Journal of Educational Management*, 24 (1), 36.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114.
- Coles, L. 2015. *Marketing with Social Media: 10 easy steps to success for business*. Milton Old: John Wiley & Sons.
- Chai, S., Das, S. and Rao, H.R. (2011), "Factors affecting bloggers' knowledge sharing: an investigation across gender", *Journal of Management Information Systems*, Vol. 28 No.3, pp. 309-342.
- Chan, J. O. (2015). Toward a unified view of Customer Relationship Management. *Journal of American Academy of Business*, 6(1): 32-38.
- Chang, S.E., Shen, W.C. and Liu, A.Y. (2016), "Why mobile users trust smartphone social networking services? A PLS-SEM approach", *Journal of Business Research*, Vol. 69 No.11, pp. 4890-4895, available at: <http://doi.org/10.1016/j.jbusres.2016.04.048>
- Charelsworth, A. 2018. *Social Media Marketing: Marketing Panacea or the Emperor's New Digital Clothes?* New York: Business Express Press.
- Chmielecki, M. (2014). The Use of Facebook for Marketing Purposes among SMEs as A Modern Marketing Method – Research Results From Poland (pp. 207-217). *Akademy of Managment in Lodz, Poland*.

- Campos, F., Goldstein, M., & McKenzie, D. (2023). How should the government bring small firms into the formal system? Experimental evidence from Malawi. *Journal of Development Economics*, 103045, 1-51. <https://doi.org/10.1016/j.jdevec.2022.103045>
- Choi, M. G. E., Bolan, P., Hutchinson, K., & Mitchell, R., (2014). Social Media Implementation by SMEs: Overcoming the Challenges of Measurement. A Paper presented at British Academy of Management annual conference held on 09 – 11 September, 2014 at University of Ulster, Belfast Waterfront, Northern Ireland. (BAM2014 Conference Proceedings).
- Chong, A.Y.-L. and Chan, F.T. (2012), “Structural equation modeling for multi-stage analysis on radio frequency identification (RFID) diffusion in the health care industry”, *Expert Systems with Applications*, Vol. 39 No. 10, pp. 8645-8654.
- Christensen, L.B., Johnson, R.B., & Turner, L.A. (2015). Nitel ve karma yöntem araştırmaları [Qualitative and mixed method research], M. Sever (Çev.), [M. Sever Trans]. A. Aypay (Çev. Ed.) Araştırma
- Christos Giannakis-Bompolisa, Christina Boutsoukib (2014) 'Customer Relationship Management in the Era of Social Web and Social Customer: An Investigation of Customer Engagement in the Greek Retail Banking Sector' *Procedia - Social and Behavioral Sciences* 148 (2014) 67 – 78.
- Creswell, J. W. (2013). *Qualitative inquiry and research design: Choosing among five approaches*. Thousand Oaks, CA: Sage. (The title is self-explanatory.)
- Creswell, J. W. (2016). Nitel araştırma tasarımı [Qualitative research design]. A. Budak ve İ. Budak, (Çev.) [A. Budak, & İ. Budak (Trans.)]. M. Bütün, & S. B. Demir, (Çev. Ed.), Nitel araştırma desenleri içinde (s. 42-68). [In M. Bütün, & S. B. Demir, (Trans. Ed.), *Qualitative research patterns* (pp. 42-68). Ankara: Siyasal.
- De Hertog S, Viaene S, Dedene G (2011). Governing Web 2.0. *CACM* 54(3):124-130.
- Derham,R.,Cragg,P.andMorrish,S.(2011),“Creatingvalue:anSMEandsocialmedia”, *Proceedings of Pacific Asia Conference on Information Systems*, Paper 53, pp. 1-9.
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, 25(4), 498–526.
- Dwivedi, Y. K., Kapoor, K.K., & Chen, H. (2015). Social mediemarketing and advertising. *The Marketing Review*, 15(3), 289–309.

- Effendi, M. I., Sugandini, D., & Istanto, Y. (2020). Social media adoption in SMEs impacted by COVID-19: The TOE model. *The Journal of Asian Finance, Economics, and Business*, 7(11), 915-925.
- Elena-Iuliana, I., & Maria, C., (2016). Organizational Performance-A Concept That Self-Seeks to Find Itself. *Annals of Constantin Brancusi University of Targu-Jiu. Economy Series*, (4).
- Endri, E., Sari, A. K., Budiasih, Y., Yuliantini, Y., & Kasmir, K. (2020). Determinants of profit growth in food and beverage companies in Indonesia. *Journal of Asian Finance, Economics, and Business*, 7(12), 739-748. <https://doi.org/10.13106/jafeb.2020.vol7.no12.739>
- Ersoy, A. F. (2016). Fenomenoloji [Phenomenology]. A. Saban ve A. Ersoy (Ed.), *Eğitimde nitel araştırma desenleri içinde* (s. 51-110). [In A. Saban and A. Ersoy (Ed.), *Qualitative research patterns in education*, (pp.51-110)]. Ankara: Anı.
- Facebook, 2015. [Web page]. Facebook for business. [Ref. 03. October 2015]. Available at: <http://www.facebook.com/business>
- Ferrer, E., Bousoño, C., Jorge, J., Lora, L., Miranda, E. and Natalizio, N. (2013), "Enriching social capital and improving organizational performance in the age of social networking", *International Journal of Information, Business and Management*, Vol. 5 No. 2, pp. 95-109.
- Filo, K., Lock, D., and Karg, A. (2015). Sport and social media research: A review. *Sport Management Review*, 18(2), 166-181.
- Forbes. 2020. The world's most valuable brands – 2020. [Online article]. [Ref. 25 April 2021]. Available at: <https://www.forbes.com/the-worlds-most-valuable-brands/#88c7391119c0>
- Gautam, D.K. and Shrestha, S.K., 2018. Impact of Brand Equity on Purchase Intention of Smart Phones. *Asia-Pacific Journal of Business*, 9(1), 1-18.
- Grewal, D. and Levy, M. (2013), *Marketing*, McGraw-Hill Publishing, New York, NY.
- G. Sampogna , I. Bakolis , S. Evans-Lacko , E. Robinson , G. Thornicroft , C. Henderson (2016) 'The impact of social marketing campaigns on reducing mental health stigma: Results from the 2009–2014 Time to Change programme' *European Psychiatry* 40 (2017) 116– 122.

- Guesalaga, R. (2016). The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media. *Industrial Marketing Management*, 54, 71-79.
- Hardin, M. (2014). Moving beyond description putting Twitter in (theoretical) context. *Communication & Sport*, 2, 113–116
- Hassan, S., Shiratuddin, N. and Ab Salam, S.N. (2015), “Social media as persuasive technology for business in Malaysia”, *International Journal of E-Business Research*, Vol. 11 No. 2, pp. 18-39.
- Hawkins, K., & Vel, P. (2013). Attitudinal loyalty, behavioural loyalty and social media: An introspection. *The Marketing Review*, 13(2), 125–141.
- Hoffman, D.L. & Fodor, M. (2010). Can you measure the ROI of your social media marketing? *MIT Sloan Management Review*, 52(1), 41-49
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing marketers’ perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293.
- Homburg, C., Klarmann, M., & Schmitt, J. (2010). Brand awareness in business markets: When is it related to firm performance? *Intern. J. of Research in Marketing*, 27, 201-212.
- Huang, Rong, & Emine Sarigöllü. "How brand awareness relates to market outcome, brand equity, and the marketing mix." In *Fashion Branding and Consumer Behaviors*, pp. 113-132. Springer, New York, NY, 2014
- Hussain, A., Akbar, M., Shahzad, A., Poulouva, P., Akbar, A., & Hassan, R. (2022). E-commerce and SME performance: The moderating influence of entrepreneurial competencies. *Administrative Sciences*, 12(1), 13. <https://doi.org/10.3390/admsci12010013>
- Hutchins, B. (2014). Twitters follow the money and look beyond sports. *Communication & Sport*, 2, 122–126.
- Influencer Marketing Hub, 2020. The State of Social Media – Benchmark Report 2021. [Online article]. [Ref. 28 April 2021]. Available at: <https://influencermarketinghub.com/social-media-benchmark-report-2021/>
- Influencer Marketing Hub, 2021. 7 Types of Social Media to Promote Your Brand and Engage Your Followers. [Online Article]. [Ref. 25 April 2021]. Available at: <https://influencermarketinghub.com/types-social-media/>

- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144. <http://doi.org/10.1108/APJML-10-2015-0154>
- Ishengoma, E.K., (2018): Entrepreneur Attributes and Formalization of Micro, Small and Medium Enterprises in Tanzania, *Journal of African Business*, 19(4), 491-511. <https://doi.org/10.1080/15228916.2018.1472480>
- Itani, O. S., Agnihotri, R., & Dingus, R. (2017). Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling: Examining the role of learning orientation as an enabler. *Industrial Marketing Management*, 66, 64–79.
- Itani, O. S., El Haddad, R., & Kalra, A. (2020). Exploring the role of extrovert-introvert customers' personality prototype as a driver of customer engagement: Does relationship duration matter? *Journal of Retailing and Consumer Services*, 53, Article 101980.
- F.A. Mwombeki, *International Journal of Research in Business & Social Science* 12(1) (2023), 362-371
- Jackson (2020) assessment of the role of social media on the performance of SMES: a case study of kinondoni district council, Tanzania.
- Jamshed, S. (2014). Qualitative research method - interviewing and observation. *Journal of Basic and Clinical Pharmacy*, 5(4), 87-88.
- Junco, R., Heiberger, G., & Loken, E. (2011). The effect of Twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, 27, 119-132.
- Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016). Factors affecting attitudes and behavioural intention towards social networking advertising: A case of Facebook users in South Korea. *International Journal of Advertising*, 35(2), 248–265.
- Kallio, H., Pietilä, A-M., Johnson, M., & Kangasniemi, M. (2016). Systematic methodological review: developing a framework for a qualitative semi-structured interview guide. *Journal of Advanced Nursing*, 72 (12), 2954-2965.
- Kaplan, A.M. and Haenlein, M. (2010), "Users of the world, unite! The challenges and opportunities of social media", *Business Horizons*, Vol. 53 No. 1, pp. 59-68, available at: <http://doi.org/10.1016/j.bushor.2009.09.003>

- Kareem, R. O. (2015). Impact of entrepreneurship on poverty alleviation. *Journal of Business Administration and Education*, 7(1)
- Kassimu, S. (2015). E-marketing and SMEs: Operational lessons for the future. *European Business Review*, 19(3), 234-247.
- Kietzmann, J.H., Hermkens, K., McCarthy, I.P. and Silvestre, B.S. (2011), "Social media? Get Serious! Understanding the functional building blocks of social media", *Business*
- Kotler, P. & Armstrong, G. 2018. *Principles of Marketing*. 17th ed. Pearson Education Limited: England.
- Kumar, A., & Ayedee, N. (2018). Social media tools for business growth of SMEs. *Journal of Management (JOM)*, 5(3), 137-142.
- Hamisi, S. (2021). Challenges and opportunities of Tanzanian SMEs in adapting supply chain management. *African Journal of Business Management*, 5(4), 1266-1276. <http://dspace.cbe.ac.tz:8080/xmlui/handle/123456789/1114>
- Kim, A.J. and Ko, E. (2012), "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand", *Journal of Business Research*, Vol. 65 No.10, pp. 1480-1486, available at: <http://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, N., & Kim, W. (2018). Do your social media lead you to make social deal purchases? Consumer-generated social referrals for sales via social commerce. *International Journal of Information Management*, 39(April), 38–48. <http://dx.doi.org/10.1016/j.ijinfomgt.2017.10.006>
- Kuada, J. (2015). Entrepreneurship in Africa – A classificatory framework and a research agenda. *African Journal of Economic and Management Studies*, 6(2), 148-163. <https://doi.org/10.1108/AJEMS-10-2014-0076>
- Kulkarni, U., Robles-Flores, J. A., & Popovič, A. (2017). Business intelligence capability: The effect of top management and the mediating roles of user participation and analytical decision-making orientation. *Journal of the Association for Information Systems*, 18(7), 516-541. <https://doi.org/10.17705/1jais.00462>
- Kumar, A. and Möller, K., 2018. Extending the Boundaries of Corporate Branding: An Exploratory Study of the Influence of Brand Familiarity in Recruitment Practices Through Social Media by B2B Firms. *Corporate Reputation Review*, 21(3), pp.101-114.
- Kwok, L. and Yu, B. (2013), "Spreading social media messages on Facebook: an analysis of restaurant business-to-consumer communications", *Cornell*

Hospitality Quarterly, Vol. 54 No. 1, pp. 84-94, available at:
<http://doi.org/10.1177/1938965512458360>

- Lalehzari, R. 2021. 10 Super-Effective Data Collection Methods to Know About. [Website]. Global Patron. [Ref. 12 May 2021]. Available at: <https://www.globalpatron.com/blog/datacollection-methods/>
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, 36(3), 360–373.
- Lee, Y. and Kozar, K. (2012), “Developing a theory of website usability: an exploratory study to identify constructs and nomological networks”, *Decision Support Systems*, Vol. 52 No. 2, pp. 450-463.
- Leung, X. Y., Bai, B., and Stahura, K. A. (2015). The marketing effectiveness of social media in the hotel industry a comparison of Facebook and twitter. *Journal of Hospitality & Tourism Research*, 39(2), 147-169.
- Levin, M. A., Hansen, J. M., & Laverie, D. A. (2012). Toward understanding new sales employees' participation in marketing-related technology: Motivation, voluntariness, and past performance. *Journal of Personal Selling & Sales Management*, 32(3), 379–393.
- Lewis, B.K. (2010) ‘Social media and strategic communication: attitudes and perceptions among college students’, *Public Relations Journal*, Vol. 4, No. 3, pp.1–23.
- Li, F., Larimo, J., & Leonidou, L. C. (2020). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 1–20.
- Liu, W, Sindhu, A, Beacom, A & Valente, T., (2017). *Social Network Theory*. University of Southern California, California, USA
- Mahmudova, L., & Kovács, J. K. (2018). Defining the Performance of Small and Medium Enterprises. *Network Intelligence Studies*, (12), 111-120.
- Maltby, E. and Ovide, S. (2013), “Small firms say LinkedIn works, Twitter doesn’t”, available at: <http://online.wsj.com/article/SB10001424127887323926104578273683427129660.html> (accessed May 2013).
- Management Study Guide. 2019. Brand Image. [Online publication]. [Ref. 28 April 2021]. Available at: <https://www.managementstudyguide.com/brand-image.htm>

- Maksimov, V., Wang, S. L., & Luo, Y. (2017). "Reducing poverty in the least developed countries: The role of small and medium enterprises." *Journal of World Business*, 52(2), 244-257.
- Mashenene, R., Macha, J. & Donge, L. (2014). *Socio-Cultural Determinants and Enterprise Financial Sources among the Chagga and Sukuma Small and Medium Enterprises in Tanzania*. *International Review of Research in Emerging Markets and the Global Economy (IRREM)*, [online] 1(5), pp.265-283.
- Maxwell, J. (2013). *Qualitative research design: an interactive approach*. London, United Kingdom: Sage.
- Mazzarol, T. (2015). SMEs' engagement with e-commerce, ebusiness, and e-marketing. *Small Enterprise Research*, 22(1), 79-90. <https://doi.org/10.1080/13215906.2015.1018400>
- Merriam, S. B. (2015a). Nitel araştırma nedir? [What is qualitative research?]. S. Turan, (Çev.) [S. Turan, (Trans.)]. S. Turan, (Çev. Ed.), *Nitel araştırma yöntemleri içinde (s. 3-20)*. [In .Turan, (Trans. Ed.), *Qualitative research methods (pp. 3-20)*]. Ankara: Nobel.
- Merriam-Webster. 2018. Social Media. [Website]. Available at: <https://www.merriamwebster.com/dictionary/social%20media>
- Middleton, F. 2019. Reliability vs validity: what's the difference? [Online publication]. Scribbr. [Ref. 14 May 2021]. Available at: <https://www.scribbr.com/methodology/reliability-vsvalidity/>
- Mohajan, H. K. (2017). Two Criteria for Good Measurements in Research: Validity and Reliability. *Annals of Spiru Haret University. Economic Series*, 17(4), 59-82.
- Mshana 2020. evaluated the impact of social media on small and medium enterprises SMEs. development in Tanzania particularly in Kinondoni District
- Murtagh, R.(2013), "6reasons thewebsite(vs socialmedia)should bethe ultimate destination for the brand", available at: <http://searchenginewatch.com/article/2272083/6-Reasons-the-Websitevs-Social-Media-Should-Be-the-Ultimate-Destination-for-the-Brand> (accessed July 2013).
- Neff, J. (2014). World's biggest advertiser P&G shifts focus to sampling.

- Neubauer, B. E., Witkop, C. T., & Varpio, L. (2019). How phenomenology can help us learn from the experiences of others. *Perspectives on Medical Education*, 8(2), 90.
- Nzoja E. Shauri, Berine R. Magaria, Zacharia S. Masanyiwa*(2023). Utilization of Social Media and Its Implications on the Performance of SMEs in Dodoma City, Tanzania.
- Öztamur, D. and Karakadılar, I.S. (2014), “Exploring the role of social media for SMEs: as a new marketing strategy tool for the firm performance perspective”, *Procedia – Social and Behavioral Sciences*, Vol. 150, pp. 511-520.
- Paniagua, J. and Sapena, J. (2014), “Business performance and social media: love or hate?”, *Business Horizons*, Vol. 57 No. 6, pp. 719-728, available at: <http://doi.org/10.1016/j.bushor.2014.07.005>
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311.
- Parment, A., Kotler, P. & Armstrong, G. (2016). *Principles of Marketing Scandinavian Edition*. Harlow, United Kingdom: Pearson Education Limited.
- Parveen, F., Jaafar, N. I., and Ainin, S. (2015). Social media usage and organizational performance: Reflections of Malaysian social media managers. *Telematics and Informatics*, Vol. 32 No. 1, pp.67-78.
- Pick, T. (2013), “101 vital social media and digital marketing statistics for the rest of 2013”, available at: www.business2community.com/social-media/101-vital-social-media-and-digital-marketing-statistics-for-the-rest-of-2013-0573850 (accessed April 2013).
- Quinton, S., & Wilson, D. (2016). Tensions and ties in social media networks: Towards a model of understanding business relationship development and business performance enhancement through the use of LinkedIn. *Industrial Marketing Management*, 54, 15–24. <https://doi.org/10.1016/j.indmar.2015.12.001>
- Raab, C., Berezan, O., Krishen, A. S., & Tanford, S. (2016). What’s in a Word? Building Program Loyalty through Social Media Communication. *Cornell Hospitality Quarterly*, 57(2), 138-149. <http://doi.org/10.1177/1938965515619488>

- Rathore, A. K., Ilavarasan, P. V., & Dwivedi, Y. K. (2016). Social media content and product co-creation: An emerging paradigm. *Journal of Enterprise Information Management*, 29(1), 7–18.
- Reijonen H (2015) The practice of Small media Marketing: *Journal of SMEs Growth!* 7(2): 279- 293.
- Restel, K., & Horak, S., (2017). Can Informal Networks Positively Influence Economic Growth and Development? The Case of South Korean Yongo Networks. In *Business Networks in East Asian Capitalisms*, 171-188.
- Riyanto, S., Endri, E., & Herlisha, N. (2021). Effect of work motivation and job satisfaction on employee performance: Mediating role of employee engagement. *Problems and Perspectives in Management*, 19(3), 162174. [https://doi.org/10.21511/ppm.19\(3\).2021.14](https://doi.org/10.21511/ppm.19(3).2021.14)
- Rodriguez, M., Peterson, R.M. and Ajjan, H. (2015), “CRM/Social media technology: impact on customer orientation process and organizational sales performance”, *Ideas in Marketing: Finding the New and Polishing the Old. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham, pp. 636-638.
- Rodriguez, M., Peterson, R.M. and Krishnan, V. (2012), “Social media’s influence on business- to business sales performance”, *Journal of Personal Selling and Sales Management*, Vol. 32 No. 3, pp. 365-378, available at: <http://doi.org/10.2753/PSS0885-3134320306>
- Sariwulan, T., Suparno, S., Disman, D., Ahman, E., & Suwatno, S. (2020). Entrepreneurial performance: The role of literacy and skills. *The Journal of Asian Finance, Economics and Business*, 7(11), 269-280. <https://doi.org/10.13106/jafeb.2020.vol7.no11.269>
- Saunders, M., Lewis, P. and Thornhill, A. (2016). *Research methods for business students*. Harlow: Pearson Education Limited.
- Saxena, A., and Khanna, U. (2013). Advertising on social network sites: A structural equation modelling approach. *Vision: The Journal of Business Perspective*, 17(1), 17-25.
- Schmengler, K. and Kraus, S. (2010) ‘Entrepreneurial marketing over the internet: an explorative qualitative empirical analysis’, *International Journal of Entrepreneurial Venturing*, Vol. 2, No. 1, pp.56–71.
- Schultz, D. E., & Block, M. P. (2012). Rethinking Brand Loyalty in an Age of Interactivity. *IUP Journal of Brand Management*, 9(3), 21-39.

- Sekaran, U. (Wiley). (2016). *Research Methods for Business: A skill Building Approach* (Seventh Ed). Wiley
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2017). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*. <http://dx.doi.org/10.1016/j.jretconser.2017.11.001> (in press) Available at.
- Shiau, W.-L., Dwivedi, Y. K., & Lai, H.-H. (2018). Examining the core knowledge on Facebook. *International Journal of Information Management*, 43(12), 52–63. <https://doi.org/10.1016/j.ijinfomgt.2018.06.006>.
- SME Corporation (2013), “SME Master Plan 2012-2020”, available at: www.smecorp.gov.my/vn2/sites/default/files/chapter%202_0.pdf (accessed July 8, 2014).
- Smith, N., Wollan, R. and Zhou, C. (2011), “Introduction”, in Smith, N., Wollan, R. and Zhou, C. (Eds), *The Social Media Management Handbook: Everything You Need to Know to Get Social Media Working in Your Business*, John Wiley & Sons, Hoboken, NJ, pp. ix-xv
- Sohn, B. K., Thomas, S. P., Greenberg, K. H., & Pollio, H. R. (2017). Hearing the voices of students and teachers: A phenomenological approach to educational research. *Qualitative Research in Education*, 6(2), 121–148. <https://doi.org/10.17583/qre.2017.2374>.
- Spier, S. (2017). *Collective Action 2.0: The Impact of Social Media on Collective Action*. Chandos Publishing. <https://doi.org/10.1016/B978-0-08-100567-5.00002-5>
- Stelzner, M. A., (2014). How marketers are using social media to grow their businesses. *Social Media Marketing Industry Annual Report*. Social Media Examiner Ltd. California. United States.
- Stephen, A. T., & Galak, J. (2012). The effects of traditional and social earned media on sales: A study of a microlending marketplace. *Journal of Marketing Research*, 49(5), 624–639.
- Sundar, S. S., Bellur, S., Oh, J., Xu, Q., & Jia, H. (2014). User experience of on-screen interaction techniques: An experimental investigation of clicking, sliding, zooming, hovering, dragging, and flipping. *Human-Computer Interaction*, 29(2), 109–152
- Tajvidi, R., & Karami, A. (2017). The Effect of Social Media on Firm Performance. *Computers in Human Behavior*, 115, Article ID: 105174. <https://doi.org/10.1016/j.chb.2017.09.026>

- Tatjana Samsonowa (2012), Industrial Research Performance Management Key Performance Indicators in the ICT Industry.
- The Branding Journal. 2015. What is branding? [Online article]. [Ref. 25 April 2021]. Available at: <https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>
- Trainor, K. J. (2012). Relating social media technologies to performance: A capabilities based perspective. *Journal of Personal Selling & Sales Management*, 32(3), 317–331.
- Trottier, Daniel, and Christian Fuchs. (2015). “Theorising Social Media, Politics and the State.” Pp. 338 in *Social Media, Politics and the State: Protests, Revolutions, Riots, Crime and*
- Tsimonis, G. and Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328-344.
- Tuten, T. L., and Solomon, M. R. (2015). *Social Media Marketing*. 2nd Edition, Sage
- Tuten, T. L. 2021. *Social Media Marketing*. 4th ed. London: SAGE Publications Ltd. Glasgow.
- Tuten, T.L. & Solomon, M.R. 2018. *Social Media Marketing*. 3rd ed. London: Sage Publications Ltd.
- United Republic of Tanzania (URT). Ministry of Industry and Trade. (2011). *Integrated Industrial Development Strategy 2025*. Dar es Salaam. United Republic of Tanzania (URT).
- United Republic of Tanzania (URT). Ministry of Industry, Trade and Investment. (2018). *Blueprint For Regulatory Reforms To Improve The Business Environment*, Dodoma.
- Verboncu I, Zalman M. „Management și performanțe”, Editura Universitară, 2005
- Wang, Y.M., Wang, Y.S. and Yang, Y.F. (2010), “Understanding the determinants of RFID adoption in the manufacturing industry”, *Technological forecasting and social change*, Vol. 77 No. 5, pp. 803-815.
- Wang, Z., & Kim, H. G. (2017). Can social media marketing improve customer relationship capabilities and firm performance? Dynamic capability perspective. *Journal of Interactive Marketing*, 39, 15 –26.

- Wardoyo, D. T. W., Iriani, S. S., & Kautsar, A. (2018). Adoption of e-commerce entrepreneurship orientation mediated by business strategy on the performance food industries. *International Journal of Civil Engineering and Technology*, 9(5), 896-902. Retrieved from https://iaeme.com/MasterAdmin/Journal_uploads/IJCIET/VOLUME_9_ISSUE_5/IJCIET_09_05_097.pdf
- Wigfield, A., Eccles, J., & Rodriguez, D. (2013). *Research Methods For Business A Skill Building Approach* 8th Sekaran Test Bank. 404.
- Wikipedia (2016b). Social media. *Wikipedia: The Free Encyclopaedia*. (Available online: http://en.wikipedia.org/wiki/Social_media. Accessed on 28 February 2016).
- Williams, J., and Chinn, S. (2010). Meeting relationship– marketing goals through social media: A conceptual model for sport marketers. *International Journal of Sport Communication*, 3(4), 422–437.
- Wilson, R. E., Gosling, S. D., & Graham, L. T. (2012). A review of Facebook research in the social sciences. *Perspectives on Psychological Science*, 7(3), 203–220
- Wu, J. (2013). Marketing capabilities, institutional development, and the performance of emerging market firms: A multinational study. *International Journal of Research in Marketing*, 30(1), 36-45. doi: 10.1016/j.ijresmar.2012.07.001
- Yan, L., & Musika, C. (2018). *The Social Media and SMEs Business Growth: How can SMEs Incorporate Social Media*. (Master Dissertation, Linnaeus University). Växjö. Sweden.
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27 –36.
- Zhu, Y. Q., & Chen, H. G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons*, 58(3), 335–345.