

Unveiling the Dynamic Interplay of Social Media's Influence on Social Entrepreneurship

Temitope Teniola Onileowo^{1,2}, Farrah Merlinda Muharam¹, Ikenna Ignatius George³

^{1,2}Azman Hashim International Business School, Universiti Teknologi Malaysia, Johor Bahru 81310, Malaysia

²Department of Entrepreneurship, Faculty of Management Sciences, Ekiti State University,
Ado-Ekiti, Ekiti State, Nigeria

³Transport Technology Centre, Nigerian Institute of Transport Technology, NITT, PMB, 1148, Zaria Kaduna State,
Nigeria.

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Abstract: Social media has emerged as a prominent force in shaping society and impacting business practices. Social entrepreneurship has been significantly impacted, with combining business and the creation of social value is evident. This study explores the influence of social media on social entrepreneurship. Using secondary data and results from empirical findings, the study shows that social media is a powerful tool for generating new business ideas, reaching wider audiences more cost-effectively than traditional marketing channels, and building strategic partnerships and networks. However, an over-reliance on social media can lead to overestimating one's capabilities or misinterpreting customer feedback. Being informed and adaptable is crucial in keeping pace with the ever-changing nature of social media evolution. The study offers valuable implications for entrepreneurs, both new and experienced, recommending leveraging social media strategically to maximize its benefits while minimizing risks which involves developing robust skills in managing online presence, staying informed about industry trends, and tailoring communication strategies to match the preferences and behaviours of the target audience, and the need for Government and policymakers to create an environment that supports innovation, digital literacy, and fair competition.

Keyword: Social Media, Social Entrepreneurship, Enterprise, Opportunities.

1. INTRODUCTION

Social media has significantly transformed the dynamics of communication and human interaction, reshaping how individuals connect, build brands, drive growth, and expand beyond personal connections. This shift also impacts entrepreneurship, with social media playing a crucial role in business development and growth. In the past, launching a business depends significantly on traditional advertising methods and recommendations from satisfied customers (Batra & Keller, 2016). Nevertheless, the emergence of social media platforms like Facebook, Twitter, and Instagram has transformed the entrepreneurial environment by granting access to a wide global audience which has made it possible for smaller enterprises to compete with bigger industry giants. According to Dubbelink et al. (2021), business owners can make use of social media platforms as a way to promote their goods and services, engage with their customers, and cultivate brand recognition. Moreover, the utilisation of social media not only boosts the traffic to a website but also improves the visibility of a business and the level of engagement of customers. Social media serves as a cost-effective marketing tool for entrepreneurs, enabling them to reach a wider audience through the use of targeted advertising and content that is interesting for users (Rugova & Prenaj, 2016).

Meanwhile, today's entrepreneurs have exceptional chances to connect with potential customers globally via social media platforms, as it enables them to establish brand loyalty, carry out market research, and establish connections with industry influencers by successfully utilising the resources provided by social media which allows them to remain ahead of developing trends. According to Ištvančić et al. (2017), these platforms provide a cost-effective way to market and promote products or services, allowing businesses to interact with their target customers instantly, and have evolved into an instrument that is necessary for business owners who want to develop a powerful presence online and propel the growth of their companies. In the same vein, Ištvančić et al. (2017), buttressed that by utilising the extensive reach and precise targeting options available on social media platforms, business owners can establish brand recognition, boost sales, and foster customer allegiance with greater effectiveness than in the past (Rugova & Prenaj, 2016). Hence, engaging with customers through comments, messages, and posts enables personalised communication, which can strengthen relationships and boost customer satisfaction, even though social media offers many advantages, it also brings difficulties for entrepreneurs (Ramanathan et al., 2017). Entrepreneurs can overcome obstacles, such as information overload and noise from incorrect information, by embracing the transformative power of social media, as it would allow them to leverage the full potential of these platforms to further their entrepreneurial endeavours as well as the need to adjust their strategy to make use of the capabilities of social media for business innovation, market research, and client engagement as the social media environment continues to undergo rapid change (Wang & Kim, 2017; Onileowo & Muharam, 2024). Moreover, entrepreneurs who can make good use of social media stand to gain access to a wider variety of markets, increased brand visibility, and improved relationships with their customers. It becomes necessary for entrepreneurial individuals who wish to thrive in today's competitive business landscape to have a comprehensive understanding of the multidimensional function that social media plays in modern entrepreneurship. According to Agustian et al. (2023), businesses must remain adaptable and responsive to trends and customer feedback in the dynamic world of social media. Handling numerous social media accounts can be quite demanding, necessitating careful planning and regular interaction to uphold a robust online image. According to Dubbelink et al. (2021), the widespread use of social media requires businesses to be prepared for immediate feedback and evaluation, prompting a need for a proactive reputation management strategy. Given the widespread use of social media worldwide, numerous businesses are under significant pressure to expand their presence to reach their target audience (Rugova & Prenaj, 2016).

Currently, customer engagement is shifting towards online platforms, particularly social media, and networking sites, as there is a wealth of knowledge yet to be uncovered regarding social media tools (Puriwat & Tripopsakul, 2021). In a study conducted by Chatterjee & Kar (2020), several small and medium-sized enterprises have observed that social media significantly impacts the increase in sales and employment within their businesses which helps SMEs understand the transformative power of social media as marketing and communication tools, and how they can leverage this potential to grow their businesses. Nevertheless, in subsequent years, the evolution of entrepreneurship will be intricately linked to the advancements in social media and the rapid evolution of technology. As consumer preferences shift towards online platforms, businesses must adapt their strategies to remain relevant in an interconnected environment (Dubbelink et al., 2021). Given this reason, it becomes important for entrepreneurs, whether new to the game or a seasoned business owner, to grasp the significance of social media in entrepreneurship which is crucial to remaining current and successful in today's ever-changing market. By fully utilising the potential of social media and addressing its obstacles, entrepreneurs can set themselves up for success in the dynamic business environment (Wang & Kim 2017; Agustian et al., 2023). This study investigates social media's influence on the development of social entrepreneurship. Also, the study contributes to the existing studies on the role of technology in shaping modern business practices and highlights the importance of understanding the intricate dynamics of social media in fostering sustainable entrepreneurial growth, while it is also accessible to a wide audience interested in social entrepreneurship, digital marketing, and technology, making it an appealing and relevant research title. Social media can assist in knowledge acquisition, resource mobilisation, and client relationship management for businesses, which is a significant factor highlighting the significance of social media in the field of entrepreneurship.

2. LITERATURE REVIEW

Exploring the interplay between social media and social entrepreneurship is currently in its initial stages and is starting to gain attention among academics (Troise & Camilleri, 2022). A recent study by Ahmad et al. (2019), emphasised the growing focus on investigating the connection between social media and social entrepreneurship. They emphasised the necessity for further in-depth studies in this field because of its increasing significance for scholars and professionals in the industry.

This underscores the importance of entrepreneurs exploring the impact of social media. Moreover, the utilisation and consequences of social media for entrepreneurs have been a focal point of interest since the mid-2010s (Ahmad et al. 2019; Troise & Camilleri, 2022). Studies in the field are expanding to examine the influence of social media on entrepreneurship. Researchers are delving into different facets, such as the motivations behind entrepreneurs utilising social media, their strategies for marketing and acquiring information and funding, and the impacts on their businesses like performance, process enhancement, funding, and innovation (Ahmad et al., 2019; Troise & Camilleri, 2022). For instance, certain researchers explore the different factors influencing entrepreneurs' utilisation of social media, like advertising, customer communication, relationship building, and branding. The authors investigate the influence of social media on various entrepreneurial opportunities and the advantages it offers to entrepreneurial characteristics, behaviours, cognitive aspects, and opportunities (De Carolis, & Saporito, 2006).

It can be difficult to situate social media within the framework of entrepreneurship because of the numerous factors that need to be considered, some of which may contradict each other. Therefore, there is an ongoing debate about the influence of social media on recognising and leveraging entrepreneurial opportunities, as well as a continuous requirement for further studies to elucidate the connections between different entrepreneurship components and social media. Due to the scarcity of data, there is a lack of information on how social media usage affects entrepreneurship opportunities and behaviours. Moreover, there is a noticeable gap in research that focuses on the impact of social media on firms' entrepreneurial prospects.

2.1 Social Media

Several definitions of social media have been proposed in the communication field and related areas such as public relations, information science, and mass media. Descriptions frequently showcase digital tools that focus on content or engagement created by users, such as the works of (Moran et al., 2019). In many cases, social media are described based on their specific features, such as how messages are sent or the ways users can interact. Despite various diverse definitions, there is still a need for a clear, brief, and universally accepted definition of social media, especially across different fields. Without a universally accepted definition, various interpretations of a concept can emerge, impeding the formation of a shared understanding necessary for guiding theory and research (Carr & Hayes, 2015). Indeed, the definitions of social media vary greatly in terms of their complexity, focus, and relevance outside of their original domain. Nevertheless, social media refers to online platforms where individuals can engage with others and share content either instantly or at various intervals, catering to diverse audiences (Carr & Hayes, 2015; Van Looy, 2022). However, numerous companies are leveraging social media to improve and gain benefits for their businesses (Gruner et al., 2013; Sachdeva et al., 2023). For example, in 2019, over 50% of EU companies used some type of social media, and among the companies mentioned, more than 80% utilised social media for promoting their products, and services, and maintaining their reputation (Carlisle, 2023). In 2021, over 90% of companies in the United States with more than 100 employees use social media for their marketing, sales, and customer service initiatives, while around 77% of small businesses in the US are also engaging. Thus, there is a growing body of research dedicated to investigating the influence of social media usage on businesses. This study does not attempt to offer a comprehensive literature review but highlights the benefits of utilising social media in businesses for strategic marketing, customer relations management, business performance, financial performance, and investor relations (Foltean, Trif, & Tuleu 2019). Several studies have highlighted the significant impact of social media as a potent marketing tool. And have also provided valuable insights into the influence of social media on brand communications Hudson et al. (2016), and their importance for companies (Domma & Errico, 2023). Prior studies have shown how social media can improve companies' reputation, marketing effectiveness, brand performance, and revenue generation.

Multiple studies have highlighted the significance of social media as a potent marketing tool that aids companies in enhancing customer relationships and promoting information exchange and have shown that social media plays a crucial role in boosting businesses' marketing efforts (Pham & Gammoh, 2015). In addition, Chou, (2014) proposed that social media enhances value equity, relationship equity, and brand equity; de Zubielqui & Jones (2020) showed that social media can improve a start-up's access to new financial resources, and Kapoor et al. (2018) emphasised the increased advantages of social media for younger companies. Another crucial element of the social media literature delves into the benefits that companies derive from utilising social media and the subsequent effects on business results. Research conducted by Wang & Kim (2016) revealed the positive impact of social media on improving communication and business results in B2B environments, especially in marketing, innovation, and collaborations.

Furthermore, Foltean et al. (2019) illustrated that the use of social media positively influences company performance by improving customer relationship management capabilities and marketing adoption strategies. Rodriguez et al. (2012) demonstrated the influence of social media on B2B sales performance. Cepeda-Carrion et al. (2023), suggested that social media has an impact on technological knowledge competencies and innovation capabilities, ultimately leading to improved firm performance. In their study, Dutot & Bergeron (2022) highlighted the significance of companies embracing social media orientation. Similarly, according to Dodokh, & Al-Maaitah (2019); and Oyewobi et al. (2021), social media plays a crucial role in boosting organisations' performance through cost reduction in marketing and customer service, better customer relations, and improved information accessibility. In contrast to earlier studies, Ahmad et al. (2019) found that social media did not affect companies' performances. In addition, specific studies have highlighted that social media has the potential to enhance companies' financial performance and enhance their engagement with investors and stakeholders. Studies by Al-Okaily et al. (2023) and Cepeda-Carrion et al. (2023), suggest that social media can enhance companies' financial performances. Paniagua et al. (2019) illustrated the favourable influence of social media on a company's stock value. Troise & Camilleri (2022) highlighted the varying impact of different social media platforms on a company's equity value. Intriguingly, social media has a stronger connection to a company's stock performance than traditional media. NUR DP (2021) found there is a significant influence of social media on predicting firm equity value and its positive effect on public investment. Also, the works of Tătaru (2023) highlighted a direct link between enterprise social media usage and their first public offering of value. Various research has demonstrated that social media has a positive impact on boosting companies' performance and drawing financial support from investors, resulting in greater funding for companies (Eldridge et al., 2021; Pham, & Gammoh, 2015; de Zubielqui, & Jones 2020).

2.2 Social Entrepreneurship

Exploring the concept of social entrepreneurship can reveal a range of interpretations, as highlighted by (Prasetyo, 2016). The concept of "social entrepreneurship" emerged in the academic world during the 1960s and 1970s with the work of Bill Drayton of Asoka gaining prominence in the 1980s for supporting social innovators globally. Social entrepreneurship has become increasingly popular, particularly following the release of "The Rise of the Social Entrepreneur" by (Leadbeater, 1997). Who was one of the pioneering works on social entrepreneurship, offering a foundational theoretical perspective in the field. While the idea of social entrepreneurship may be a recent development, the act of social entrepreneurship has a long history. Social entrepreneurs have always been present in our society under various titles like humanitarians, philanthropists, reformers, saints, or great leaders (Ericsson, 2016). Following 1990, the discipline began to attract interest from governmental bodies and scholars (Halsall et al., 2022).

Currently, social entrepreneurship is being implemented across various sectors. The subject has garnered considerable interest in society due to the increasing social and environmental challenges. Tackling social problems such as poverty, illness, lack of education, and environmental harm, social entrepreneurship improves the well-being of many people (Ericsson, 2016). This form of entrepreneurship distinguishes itself from other types by combining societal goals with business principles. It is widely recognised as a novel approach to entrepreneurship that places a greater emphasis on creating social value rather than solely focusing on financial gain. This highlights the wide variety of socially beneficial activities within the field of social entrepreneurship (Zahra, 2017). Many experts have analysed and characterised social entrepreneurship in different manners. Viewing social entrepreneurship involves exploring innovative strategies for obtaining funding and overseeing operations to generate social impact. Social entrepreneurship entails businesses undertaking socially responsible endeavours, by forming collaborations across different sectors. While also, participating in social entrepreneurship is a means to tackle societal problems and promote social change (Zahra, 2017). Several definitions of social entrepreneurship are based on the following two characteristics; Engaging in social entrepreneurship entails creatively combining resources to create social impact and it is motivated by the aspiration to generate positive effects on society. Social entrepreneurship endeavours can be used to tackle the issues prevalent in society (Chell et al., 2016).

Based on Figure 1, the use of social media technology can support social entrepreneurship in achieving its social goals. Social media platforms provide various opportunities such as enabling communication, crowdsourcing, crowdfunding, customer relationship management, innovation, and marketing. Social enterprises can leverage these benefits of social media by establishing an effective social media adoption process. Presented is the conceptual framework of the study demonstrating the influence of social media on social entrepreneurship.

2.3 Effects of Social Media Utilisation on Entrepreneurship

Entrepreneurship requires a willingness to take risks and a proactive approach to identifying and seizing opportunities in the dynamic business environment (Jain & Ali, 2013). Embarking on a new business venture hinges on identifying and seizing new opportunities (D'Angelo et al., 2024). Engaging with social media tools enables improved connectivity and interaction with different stakeholders, promoting both exploratory and exploitative knowledge exchange activities for innovation (Berraies, 2019). Improved connectivity boosts a company's ability to discover new possibilities and gain a competitive advantage. Moreover, enterprises that strategically use social media to gather valuable insights from their stakeholders are more likely to transition from traditional practices to a more modern approach by adjusting or establishing business departments (Jamali, 2008). This emphasises the importance of using social media tools which have become an essential resource for companies, as they depend on digital platforms to gather market insights and develop customised offers (Dwivedi et al., 2021). Social media platforms provide valuable business intelligence by revealing market trends, competitor products, and feedback on the company's products (Vuori, 2011). However, the use of social media by organisations has a substantial impact on entrepreneurship, enabling companies to seize business opportunities, broaden their range of products, and explore new markets. Also, within the technology sector, a thorough comprehension is essential for recognising and exploring novel business opportunities (Dwivedi et al., 2021). Examining activities helps to quickly gather important information on industry trends and changes, allowing for the collection of data on new ventures in the industry and keeping managers informed about the key threats and opportunities in their firms' environment (Sima, 2020). Consequently, taking advantage of Social Media platforms allows technological companies to quickly analyse the market, while employees can improve their technological skills at a faster pace and with greater efficiency. While, improved connectivity boosts an organisation's technological expertise and ability to pursue new opportunities and gain a competitive advantage (Melville et al., 2004).

Conceptual Framework of the Interaction between Social Media and Social Entrepreneurship

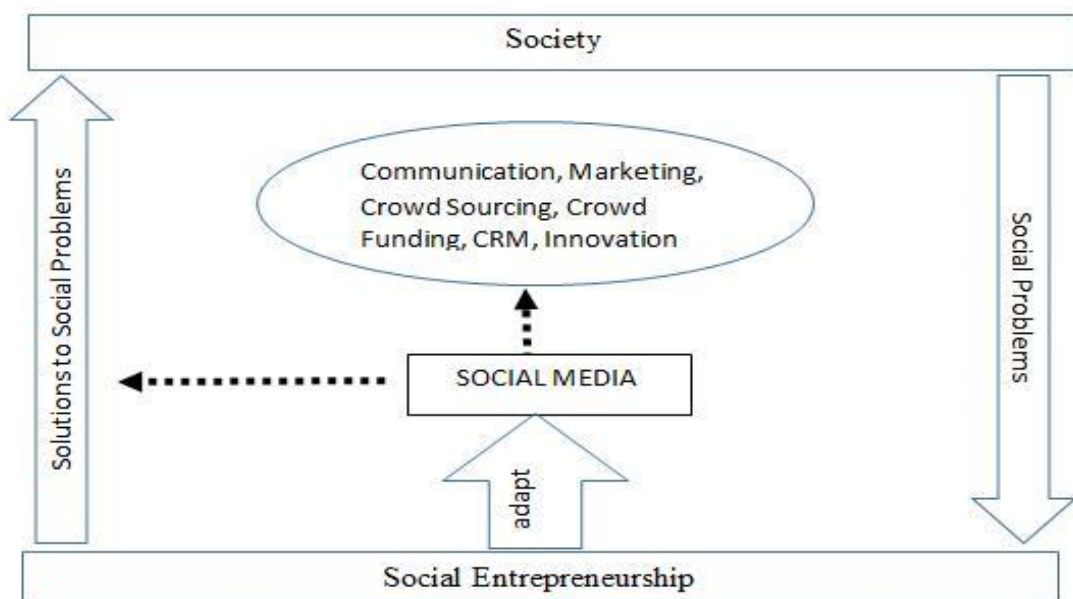


Figure 1. Social Entrepreneurship and Social Media Participation (El-Den et al., 2017)

2.4 Social Media Engagement and Entrepreneurial Opportunities

Social media is commonly utilised by social enterprises to support various activities and processes in their entrepreneurial endeavours. It has emerged as a vital tool for entrepreneurs seeking to build their brand and engage with customers. This provides a unique opportunity for companies to connect with their target audience, establish their brand identity, and promote a loyal customer base. Sharing content that is beneficial and valuable to their audience allows companies to establish trust and credibility, which is crucial in today's fiercely competitive marketplace. However, entrepreneurs are now leveraging social media for a variety of entrepreneurship tasks, in addition to its benefits for companies' marketing, sales, customer service, and financial performance. Reports indicate that around 82% of the US population (and 54% of the global

population) have at least one social media account (Troise et al., 2022). Many individuals engage with social media daily, with a majority accessing various platforms multiple times throughout the day (Primack et al., 2017). Considering the extensive number of social media users and their involvement, business owners have the opportunity to present their products to this audience, who can in turn promote and influence others towards these offerings (Piller, 2012). It's not surprising that about 40% of small business owners spend roughly 6 hours per week on social media for their marketing endeavours (Abu Bakar et al., 2019). Two sources have indicated that a start-up company experienced a notable rise in customer traffic from social media, while most marketers who utilised social media noted an increase in website traffic. Thus, throughout the years, numerous researchers have started investigating entrepreneurship within the modern digital age. Omorede, (2023), demonstrates the impact of digital technologies on entrepreneurial endeavours (Nambisan et al., 2019; Teece, 2018).

Multiple research studies have explored the influence of social media on entrepreneurial endeavours across different digital platforms. A comprehensive framework was developed by Olanrewaju et al. (2020), after examining 160 research papers, focused on exploring the impact of social media on entrepreneurship. This research explores the factors that impact social media usage, the different purposes for using social media, and the outcomes of entrepreneurial efforts. The research detailed different ways in which social media can be advantageous for entrepreneurs, including information search, marketing, networking, and funding acquisition. The findings showed improvements in business operations, performance, innovation, and value creation. There is limited research on the utilisation of social media for recognising entrepreneurial prospects. Troise et al. (2022) highlighted the significance of entrepreneurs gaining demand-side narratives via social media for their entrepreneurial opportunities.

Various studies conducted through interviews have demonstrated how social media supports entrepreneurs in various aspects such as identifying opportunities, launching new products, expanding into new markets, enhancing customer relations, participating in entrepreneurial events, establishing business connections, and utilising professional social media platforms like LinkedIn. Troise & Camilleri, (2021) found that utilising social media has a direct effect, while Singh et al. (2017) pinpointed social media's moderating function concerning entrepreneurial alertness (and entrepreneurs' previous knowledge) and the recognition of entrepreneurship opportunities.

Moreover, Social media platforms provide various tools for businesses to engage with their customers, such as direct messaging, comments, and feedback options. Businesses can take advantage of a range of opportunities such as Communication (Batra & Keller, 2016), Social Media Marketing (Dubbelink, Herrando, & Constantinides 2021), Social Customer Relationship Management (Chou, 2014), Crowdsourcing (El-Den et al., 2017), Crowdfunding (Eldridge et al., 2013), and Innovation (Weng et al., 2012) and (Evans, 2010). Hence, this study explored the influence of social media on social entrepreneurship, aiming to contribute valuable insights to the current body of knowledge regarding the interplay between social media usage and social entrepreneurship.

2.5 Social Media Implementation Procedure for Social Entrepreneurship

Numerous social business enterprises have adopted social media to optimise different activities and processes in their entrepreneurial ventures. Nevertheless, incorporating social media into these endeavours continues to pose challenges because of the absence of an established and efficient method. Discussing the dual nature of social media, Onileowo & Muharam, (2024) highlighted its potential benefits and drawbacks. Businesses can reap rewards by effectively utilising social media tools by obtaining a thorough understanding of the platform and using it strategically. Social business enterprises should develop a clear and user-friendly method for integrating social media into their operations because effectively integrating social media can enable businesses to maximise the potential of the technology it offers. The idea of integrating social media requires significant changes in the company's structure, processes, culture, and staff. Nowadays, no established theory or methodology dictates the implementation procedure for social media technology. However, the adoption process is influenced by the specific enterprise and the features of the technology being put into place.

Figure 2 depicts the proposed social media implementation procedure for potential integration among various social media businesses. Therefore, the implementation procedures can differ depending on the organisation's characteristics and the specific attributes of the social media platform being implemented.

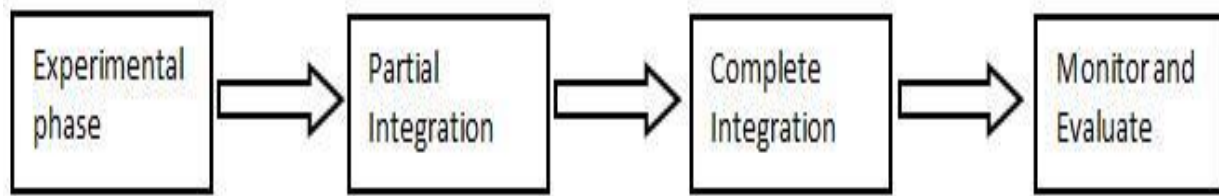


Figure 2. Social media implementation procedure (El-Den et al., 2016)

2.6 Theories and Frameworks for Technology Implementation

Upon exploring research on different theories and frameworks, multiple factors that impact social media adoption in social enterprises are identified. These factors are crucial in the implementation process, and the various theories and frameworks provided beneath are commonly utilised to elucidate the implementation of technology in organisations. The theories presented emphasise different factors that impact the integration of technology in organisations, including;

The Technology, Organisation, and Environment (TOE) Theory developed by Tornatzky and Fleischer in 1990 is highly regarded for its insights into technology adoption within organisations (Khayer et al., 2021). According to the TOE framework, the incorporation of emerging technologies in organisations is influenced by the interaction of three key elements. The technological factor encompasses the external and internal modern technologies of the organisation. Elements within the organisational environment include factors such as the company's size and scope, its structure, the quality of its employees, and other related aspects. The environmental dynamics involve analysing the industry, audience, competitors, resources, government policies, and other relevant factors.

The Diffusion of Innovation Theory introduced by Roger in 1995, is a significant concept in the field. Based on the DOI Theory, the integration of social media technology in a company is influenced by various factors like organisational culture, practices, individual needs, innovativeness, and technology norms (Ahmad et al., 2019). It proudly showcases five remarkable characteristics encompassing factors such as relative advantage, complexity, compatibility, observability, and trialability.

The Institutional Theory: Weber first introduced this theory in 1946, and Teo et al. (2008) utilised it to examine the implementation of information technology within organisations (Alatawi et al., 2013). Technology adoption is influenced by social and cultural factors, as well as pressure from external competitors, trading partners, customers, and government, rather than being driven by internal factors.

2.6.1 Research Model

Figure 3 illustrates the factors identified in the research and their interactions. These factors play a crucial role in the adoption procedure for social media technology in social enterprises.

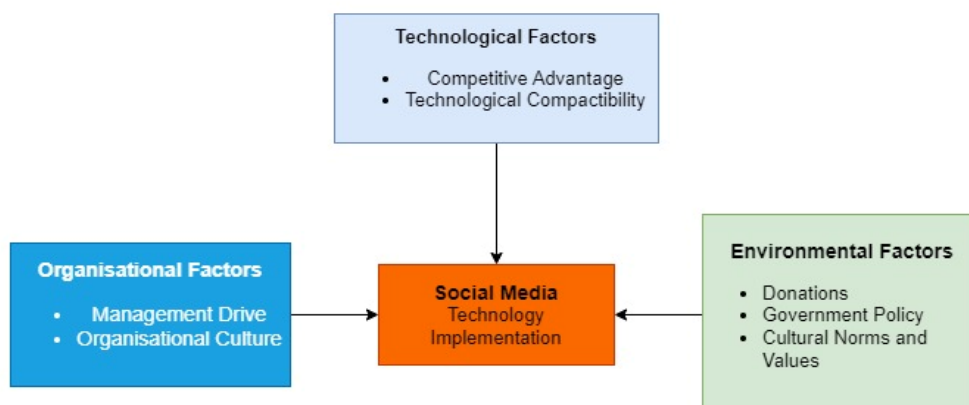


Figure 3. Factors affecting social media technology adoption (El-Den et al., 2016)

2.6.2 Technological Factors

The qualities associated with modern technology emphasise the technological traits that may impact the process of adoption. Various theories and frameworks explore the technological aspects that influence the adoption of social media, including competitive advantages and compatibility.

Competitive Advantage: One of the benefits is the improvement of service quality through the utilisation of technology. Various social media platforms offer unique features, and the choice to use one platform over another depends on the advantages it offers compared to other options. As the level of competitive advantages increases, there is a higher likelihood of adopting the social media tool. Therefore, social enterprises are inclined to utilise social media tools due to their amplified advantages (Ahmad et al., 2019).

Technological Compatibility: Technological compatibility encompasses normative compatibility and operational compatibility as detailed by (Schmitt, 2017). Regarding normative compatibility, the key is to ensure that user perceptions are in sync with the new technology. Conversely, operational compatibility centres on the integration of new technology with the organisation's current tech infrastructure. Adopting social media tools that align with the organisation's people and operations increases the likelihood of their adoption. Consequently, effective social media platforms are increasingly commonly adopted and used by social enterprises.

2.6.3 Organisational Factors

Technological factors are related to the organisational attributes that may impact the integration of social media technology within the organisation. Embracing social media technology has the potential to significantly alter the framework and operations of social organisations. Based on the theories and frameworks mentioned earlier, the process of adopting social media is impacted by various technological factors such as organisational culture and management drive.

Management Drive: can play a crucial role in speeding up the implementation procedure by assisting in overcoming challenges and motivating team members to embrace the latest innovations. Support from the administration fosters a positive environment within the organisation, leading to higher levels of commitment and engagement among employees (Hanaysha, 2016). Therefore, management influence plays a crucial role in the implementation and usage of social media technology within social businesses (El-Den et al., 2017).

Organisational Culture: When examining the cultural aspects of an organisation such as communication structure, work structure, policies, standards, control, and coordination, these elements have a substantial impact on influencing technology implementation choices within the company (Feitosa Jorge et al., 2022). Several research studies have explored the impact of organisational culture on individual technology implementation in an organisation and pointed out that organisational culture has a major impact on influencing the integration of social media technology within the organisation. For example, in the works of Feitosa et al. (2022), the organisational culture has a substantial impact on influencing the implementation and use of social media technology in social enterprises.

2.6.4 Environmental Factors

Environmental factors emphasise those external factors which could affect the incorporation of social media technology within an organisation. Such elements include donations, end users, government support, customs, and established standards.

Donations: Social enterprises frequently seek assistance from the public through crowd-sourcing or crowd-funding. Social media platforms provide a convenient method to connect and engage with individuals globally. Recognising the significance of public contributions is essential for the sustainability and expansion of social enterprises, as a substantial portion of their revenues is derived from these sources (Wilson, 2012). Thus, the incorporation of social media in the social enterprise is influenced by the donors' preferences.

Government policy: Government policies can impact social enterprises in different ways, either supporting or impeding their use of social media technology (Bertot, Jaeger, & Hansen 2012). Social organisations strive to obtain government support to guarantee their ongoing operation and future growth. Government policies and regulations greatly influence the business operations of organisations. As buttressed by Onileowo (2024), the utilisation of social media in social enterprises is influenced by governmental policies.

Prevalent Cultural Norms and Values: The decision to adopt technology is shaped by individuals' perceptions of societal attitudes towards the technology. People tend to be drawn to technologies that are widely embraced by their community. It's crucial to take into account the suggestions of friends, family, supervisors, and IT professionals, as they have a significant impact on the acceptance of social media technology (Fusi, & Feeney, 2018). Based on the findings, the incorporation of social networks in social organisations is shaped by the cultural values and norms that exist within the community. In addition, the adoption of social media is influenced by various factors. Several theories and frameworks have been extensively explored to determine the essential factors that influence the adoption process, recognised as impactful, such as technology complexity, competitive advantage, organisational culture, management drive, government policy, donations, and cultural norms and values. Moreover, studying the essential components of the adoption process is important because neglecting them can make the adoption process ineffective. The proposed framework will offer substantial value for entrepreneurs, especially those in the social entrepreneurship sector. Likewise, the model can be a valuable framework for the social media adoption process in their entrepreneurial pursuits.

3. IMPLICATION OF STUDY

The study uncovers significant implications, emphasising the significance of social media platforms in enabling social entrepreneurs to enhance their impact, engage with communities, and foster genuine connections. By leveraging social media platforms, social entrepreneurs can enhance their visibility, establish trustworthiness, and create valuable opportunities and advantages for their stakeholders. It emphasises the significant impact of social media in driving positive change, encouraging collaboration, and empowering social entrepreneurs to overcome obstacles and achieve their goals in a digitally interconnected society. In addition, the study's findings emphasise the importance of social media in fostering social entrepreneurship and enabling positive changes. Policymakers and government officials must recognise the significant impact that social media can have in promoting collaboration, empowering social entrepreneurs, and fuelling social innovation. It is of utmost importance for policymakers to develop policies and initiatives that promote the use of social media in social entrepreneurship. This may require the implementation of digital literacy programs, the improvement of infrastructure development, and the provision of incentives for social entrepreneurs to effectively utilise social media. By promoting social media-driven social entrepreneurship, policymakers can contribute to the development of a society that is more inclusive, sustainable, and digitally empowered.

4. CONCLUSION

This study examines the influence of social media on entrepreneurship and offers valuable insights into how social media impacts social entrepreneurship and the adoption process of social enterprises. Social media is used by both social and business enterprises to achieve their goals. Many organisations have already adopted or are currently adopting social media technology. This paper explores how social media impacts social entrepreneurship and presents a model that entrepreneurs and social enterprises can utilise as a valuable tool for integrating social media into their marketing strategies. A thorough review was conducted on existing literature to create a conceptual framework illustrating how social media supports social entrepreneurship and identify the factors that influence the adoption process. The study findings are expected to be valuable for social entrepreneurs looking to enhance their social media implementation procedure in their operations and could also spark further investigation by scholars.

Given that this study is conceptual, future studies can be conducted to empirically explore the interplay between various entrepreneurship factors and social media, along with examining how social media impacts the identification and utilisation of entrepreneurial prospects and also recommends that the government policies must focus on establishing a conducive environment that fosters innovation, digital literacy, and equitable competition. Encouraging programs that enhance digital skills training for entrepreneurs can enhance their ability to leverage social media effectively.

Moreover, by implementing regulations that emphasise data privacy and cybersecurity, trust can be fostered between entrepreneurs and consumers, developing a secure online environment. Governments must consider providing financial assistance or incentives to motivate small businesses to invest in social media marketing and technology adoption as well as creating channels for sharing knowledge and encouraging collaboration among entrepreneurs can ignite innovation and progress in the entrepreneurial sector. By prioritising policies that support access to resources, protect intellectual property rights, and ensure fair competition in the digital space, governments can enable entrepreneurs to succeed in the rapidly evolving environment of social media-driven trade.

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