

THE INFLUENCE OF COMMUNICATION VIA SOCIAL MEDIA ON DIGITAL ENTREPRENEURSHIP DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW

A INFLUÊNCIA DA COMUNICAÇÃO VIA MÍDIAS SOCIAIS NO DESENVOLVIMENTO DO EMPREENDEDORISMO DIGITAL: UMA REVISÃO SISTEMÁTICA DA LITERATURA

Article received on: 7/18/2025

Article accepted on: 9/20/2025

Yongyu Lu*

*Faculty of Economics and Management, Universiti Kebangsaan Malaysia, The National University of Malaysia, Selangor, Malaysia

Orcid: <https://orcid.org/0009-0006-2110-9330>

luyongyu0408@gmail.com

Nur Sa'adah Muhamad*

*Faculty of Economics and Management, Universiti Kebangsaan Malaysia, The National University of Malaysia, Selangor, Malaysia

Orcid: <https://orcid.org/0000-0002-3331-8563>

nurs@ukm.my

Mohd. Hizam Hanafiah*

*Faculty of Economics and Management, Universiti Kebangsaan Malaysia, The National University of Malaysia, Selangor, Malaysia

Orcid: <https://orcid.org/0000-0002-1053-6488>

mhhh@ukm.my

The authors declare that there is no conflict of interest

Abstract

This study integrates the TCM frameworks, systematically reviewing literature on social media and digital entrepreneurship from 2014 to 2025 (incorporating 16 empirical studies) while adhering to the PRISMA protocol. Data sources included Scopus and Web of Science. The findings indicate a research focus concentrated on Asia and developing nations. The theoretical frameworks predominantly employed at the individual level (11/16) included SOR, TPB, and grounded theory; organisational-level studies primarily utilised TOE, DOI, RBV, and capital theory. Methodologically, organisational-level research employed almost exclusively questionnaires, while individual-level studies favoured basic qualitative and grounded approaches. Only one quasi-experimental study was identified, and a notable absence of case studies was revealed. Three major gaps were revealed: regional coverage, cross-level mechanisms, and causal identification. Future research directions are proposed, centred on organisational perspectives, case studies, and experimental methods.

Resumo

Este estudo integra os frameworks da TCM, revisando sistematicamente a literatura sobre mídias sociais e empreendedorismo digital de 2014 a 2025 (incorporando 16 estudos empíricos), seguindo o protocolo PRISMA. As fontes de dados incluíram Scopus e Web of Science. Os resultados indicam um foco de pesquisa concentrado na Ásia e em países em desenvolvimento. Os frameworks teóricos predominantemente empregados no nível individual (11/16) incluíram SOR, TPB e teoria fundamentada; estudos em nível organizacional utilizaram principalmente TOE, DOI, RBV e teoria do capital. Metodologicamente, a pesquisa em nível organizacional empregou quase exclusivamente questionários, enquanto os estudos em nível individual privilegiaram abordagens qualitativas básicas e fundamentadas. Apenas um estudo quase experimental foi identificado, e uma notável ausência de estudos de caso foi revelada. Três lacunas principais foram reveladas: cobertura regional, mecanismos inter-níveis e identificação causal. Direções futuras de pesquisa são propostas, centradas em



Keywords: Online Communication. Social Media. Digital Entrepreneurship. Entrepreneurship Systematic Literature Review.

perspectivas organizacionais, estudos de caso e métodos experimentais.

Palavras-chave: *Comunicação Online. Mídias Sociais. Empreendedorismo Digital. Revisão Sistemática da Literatura sobre Empreendedorismo.*

1 INTRODUCTION

The topic of digital entrepreneurship is on the rise in entrepreneurship research (Lu et al., 2024). Unlike traditional entrepreneurship centred on physical products, digital entrepreneurship uses digital capabilities to innovate and optimise products, thereby enhancing the value of enterprises (Warner & Wäger, 2019). At the core of this type of entrepreneurship are agility and adaptability. By leveraging the dynamic adjustment capacity of digital capabilities, digital start-ups can quickly resolve current market problems and meet ever-changing user needs (Agostini et al., 2019).

Digital start-ups use digital capabilities to transform products and services, while they also deploy social media to optimise the development of their business models (Li & Sukpasjaroen, 2024; Luo, 2024; Wang et al., 2023). Social media represents a powerful tool for market validation and customer interaction. It not only helps digital start-ups quickly reach potential customers and partners but also enables them to conduct rapid product testing in the early stages of product research and development, thereby accelerating the development efficiency of digital start-ups (Bruce et al., 2025; Corral de Zubielqui & Jones, 2020; Rizvanović et al., 2023; Tajpour & Hosseini, 2021). This is because digital start-ups can use social media to obtain information such as user preferences, current market trends, and the status of competitors, thereby enabling better-informed decisions. In addition, social media provides digital start-ups with a low-cost means to establish and strengthen their brand presence by attracting potential users through targeted and engaging content. By leveraging the viral nature of social media, digital start-ups can expand their reach and cultivate a loyal user community linked to their brand, thereby driving business growth.

Social media promotes collaboration and knowledge sharing among digital start-ups (Tajpour et al., 2023). Entrepreneurs can learn from the experiences of each other, seek guidance, and establish strategic partnerships through social media (Schou et al.,

2022). In essence, social media is a dynamic ecosystem through which digital start-ups can quickly resolve problems through information sharing and communication, thereby entering a state of rapid development (Tajpour et al., 2023).

Although early studies have recognised the role of social media in digital entrepreneurship, this topic is still developing (Irwan Adimas Ganda Saputra et al., 2024), and relatively insufficient research has been conducted (Wilk et al., 2021). In particular, more detailed research is needed on the theoretical framework of social media for digital start-ups (Smith et al., 2017). Given this situation, therefore, the Theory-Context-Methodology (TCM) framework was used in this study to improve the scientific development of digital entrepreneurship with social media. This novel approach provides fresh insights into digital entrepreneurship development in the context of the influence of social media, which the existing literature has not fully explored. Moreover, this study offers actionable recommendations for future research, advancing the understanding of social media in relation to digital entrepreneurship development.

The structure of this study is as follows: first, an overview of the systematic literature review design is presented, including the selection criteria; second, a comprehensive analysis of selected publications is provided with the TCM framework, including theories, contexts, and methods found in the reviewed publications. Thereafter, comprehensive implications for entrepreneurs and researchers are examined; finally, future research directions are outlined, based on the review.

2 METHODOLOGY

2.1 Study design

This study followed the guidance of Paul and Criado (Paul et al., 2024), adopting a framework-based systematic literature review. This review method provides a replicable, transparent, scientific, and comprehensive overview of the existing literature that would clearly reveal the research gaps, trends, and directions (Cook et al., 1997). Furthermore, the TCM framework devised by Paul et al. (2024) was utilised to structure the data analysis and provide deep insights into the field. Using the TCM framework enabled an organised, systematic review of the key literature in order to present a

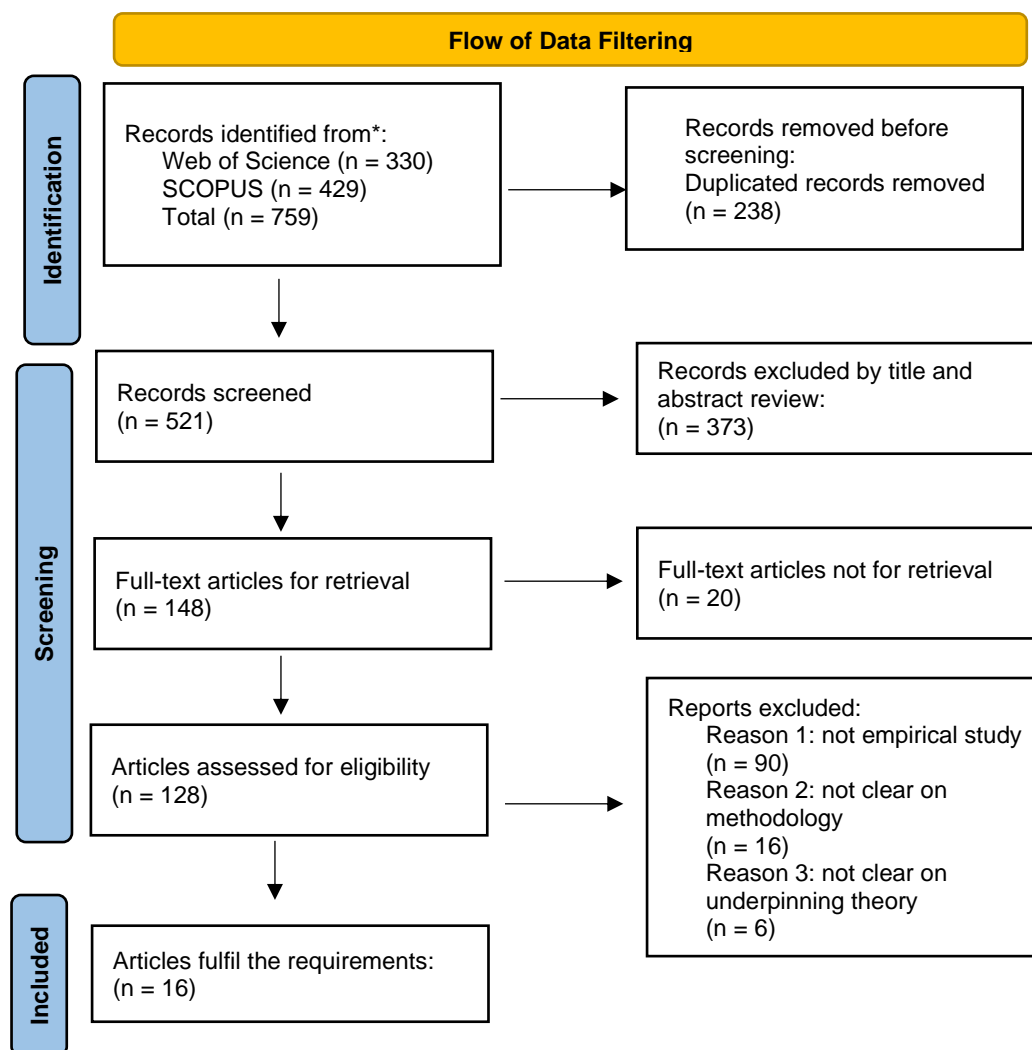
comprehensive picture of underexplored theories, contexts, variables, and methods, thus guiding future research agendas (Paul et al., 2024).

2.2 Literature search

By using Preferred Reporting Items for Systematic Reviews and Meta Analysis (PRISMA), the literature search flow can be systematically presented (Page et al., 2021). This literature search was conducted in three steps: identifying relevant literature, assessing and screening eligibility, and extracting data. The entire process is presented as a data filtering flowchart (figure 1).

Figure 1

Flowchart of Data Filtering Process



Source: Author's Own Work

Web of Science (WoS) and Scopus were selected as the primary databases for this study because of their authority and broad academic coverage (Mariani et al., 2023). These two databases collect high-quality journal articles that have undergone rigorous peer review, ensuring that researchers can retrieve the most influential academic results (Lu et al., 2024).

Literature dating from 2015 to 2025 was selected using these reputable databases, and the keywords “social media” and “digital entrepreneurship” were applied when filtering the articles. Other keywords used in filtering the articles are presented in the appendix. The results of the selected articles are limited to “English writing”, “business”, and “social science”. Table 1 shows the search strings used. From the two reputable databases, a total of 759 articles were identified. The authors independently screened the titles, abstracts, and entire texts of all this literature to confirm the eligibility of each item.

Table 1

Search Strings for Database

Database	Search Strategy	Research Results
SCOPUS	TITLE-ABS-KEY ("social media" AND "Digital Entrepreneurship" or "Digital Startup") AND PUBYEAR > 2015 AND PUBYEAR < 2026 AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English"))	429
Web of Science	(TS = (“social media”)) AND TS = (“digital entrepreneurship” OR “digital startup”) and Article (Document Types) and English (Language) and 2026 or 2025 or 2024 or 2023 or 2022 or 2021 or 2020 or 2019 or 2018 or 2017 or 2016 or 2015 (Publication Years)	330
Total	-	759

Source: Author's Own Work

The literature screening was conducted based on established selection criteria (presented in Table 2). Duplicated articles were removed from the initial set, leaving 521 articles; after screening these based on their abstracts and titles, 373 articles were removed. The remaining 148 articles underwent a full-text review. Of these, 91 articles were removed because they were not empirical studies, 20 were excluded due to inaccessible full texts, 16 were excluded due to unclear explanations of the research methodology, and six articles were excluded due to their unclear presentation of the underpinning theory. Ultimately, 16 articles were selected for inclusion in this review.

Table 2*Selection Criteria*

No.	Selection Criteria
1	Articles are related to digital entrepreneurship
2	Articles are related to social media and communication
3	Articles are empirical research
4	Articles present the theories, context and methodology clearly

Source: Author's Own Work

During the process of data extraction and analysis, the TCM framework was used to present the key findings and information, which included the authors, title, publication year, theories, contexts (countries), and methodology (research approaches, data collection, and analysis methods). The dataset included 16 articles published between 2015 to 2025, all focusing on the use of social media on digital entrepreneurship development. The analysis was based on leveraging the TCM framework to present a comprehensive analysis, as outlined in the following chapters.

2.3 TCM framework-based review of the studies

Based on the TCM framework devised by Paul et al. (2024), Table 3 presents a summary of the underpinning theories, research contexts, research approaches, data collection methods, and data analysis techniques across the 16 articles.

Table 3*Summary of Articles*

No.	Article	Theory	Context	Research Approach	Data Collection
1	Guíñez-Cabrera & Aqueveque, 2022	Push and pull entrepreneurship theory	Spain	Qualitative	Interview
2	Grzeslo, 2020	Grounded theory	Kenya	Qualitative - Grounded Theory	Interview
3	Mousa et al., 2025	Psychological development theory	Peru	Qualitative	Interview
4	Mousa et al., 2024	Self-determination theory	Egypt	Qualitative	Interview
5	Stephens & Miller, 2024	Grounded theory	Ireland	Qualitative - Grounded Theory	Interview
6	Erpe & Kotnik, 2022	Grounded theory	Slovenia	Qualitative - Grounded Theory	Interview
7	Bögenhold & Sawy, 2024	Grounded theory	Austria	Qualitative - Grounded Theory	Interview

8	Chakraborty & Biswal, 2023	Gratification theory; SOR Framework	India	Quantitative	Survey
9	Aggarwal & Shah, 2024	Human brand theory; Parasocial interaction theory	India	Quantitative	Survey
10	Ahmed et al., 2025	Technology–organisation–environment (TOE) framework	Pakistan	Quantitative	Survey
11	Miniesy et al., 2022	Theory of planned behaviour (TPB); Diffusion of innovation (DOI)	Egypt	Quantitative	Survey
12	Tang & Cui, 2025	Social cognitive career theory	China	Quantitative	Survey
13	Mir et al., 2023	Capital theory	India	Quantitative	Survey
14	Wibowo et al., 2023	Social cognitive theory (SCT)	Indonesia	Quantitative	Survey
15	Troise et al., 2022	Resource based theory (RBV)	Italy	Quantitative	Survey
16	Herani & Pranandari, 2024	Positive Youth Development (PYD) theory	Indonesia	Quantitative	Survey - Experiment

Source: Author's Own Work

2.4 Theory

The analysis reveals different theoretical approaches, notably employing established models such as the SOR and TOE frameworks. Some of these theories are at the individual level, while others are at the organisational level. Table 4 indicates the nature of each theory.

Table 4

Nature of Theory

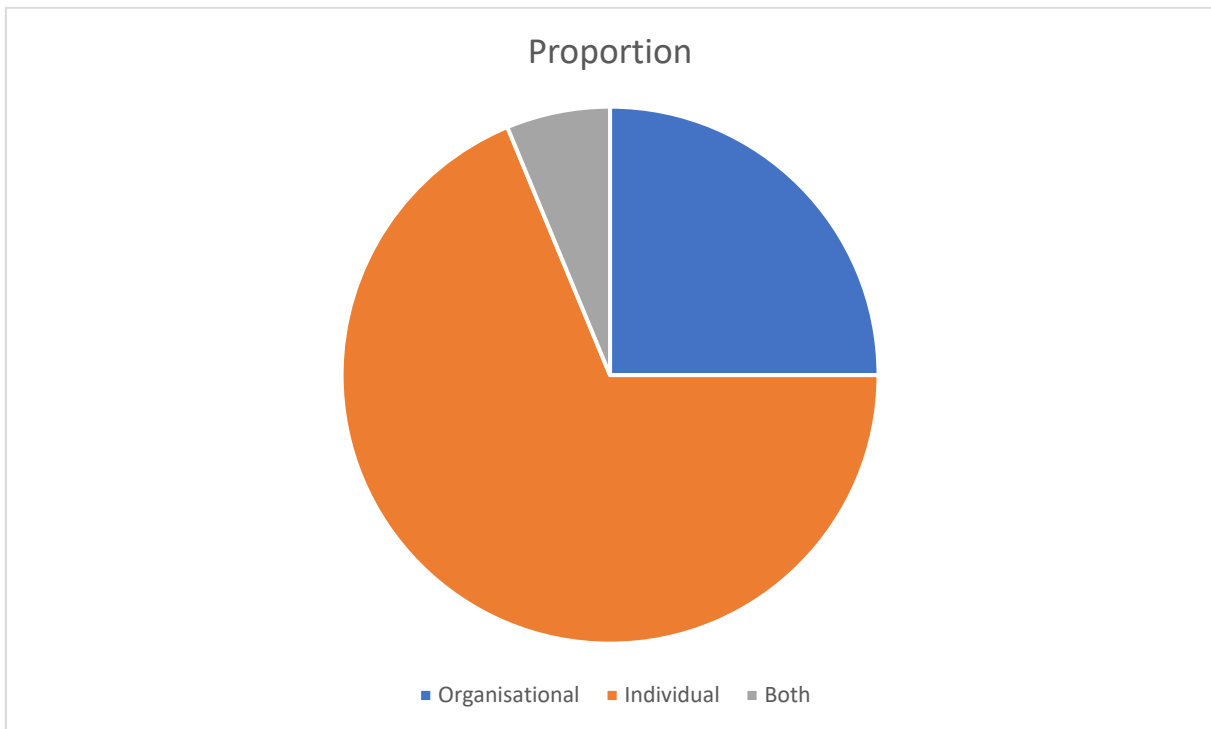
No.	Theory	Nature
1	Technology–Organisation–Environment (TOE) Framework	Organisational Level
2	Diffusion of Innovation (DOI)	Organisational Level
3	Capital Theory	Organisational Level
4	Resource-Based View (RBV)	Organisational Level
5	Push and Pull Entrepreneurship Theory	Individual Level
6	Psychological Development Theory	Individual Level
7	Self-determination Theory	Individual Level
8	Gratification Theory	Individual Level
9	SOR Framework	Individual Level
10	Human Brand Theory	Individual Level
11	Parasocial Interaction Theory	Individual Level
12	Theory of Planned Behaviour	Individual Level
13	Social Cognitive Career Theory	Individual Level

14	Social Cognitive Theory	Individual Level
15	Positive Youth Development (PYD) Theory	Individual Level
16	Grounded Theory	Individual Level / Organisational Level

Source: Author's Own Work

Figure 2

Proportion of Theories

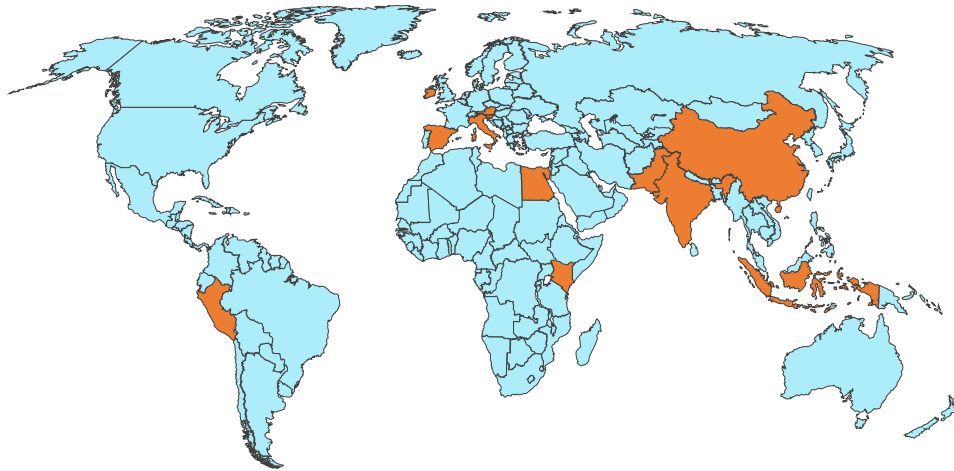


Source: Author's Own Work

Of these theories, grounded theory stands out as unique because it can be applied as both an individual-level and an organisational-level theory. It can also serve as a research methodology. Figure 1 presents the proportion of each type of theory identified in the different research types.

2.5 Context

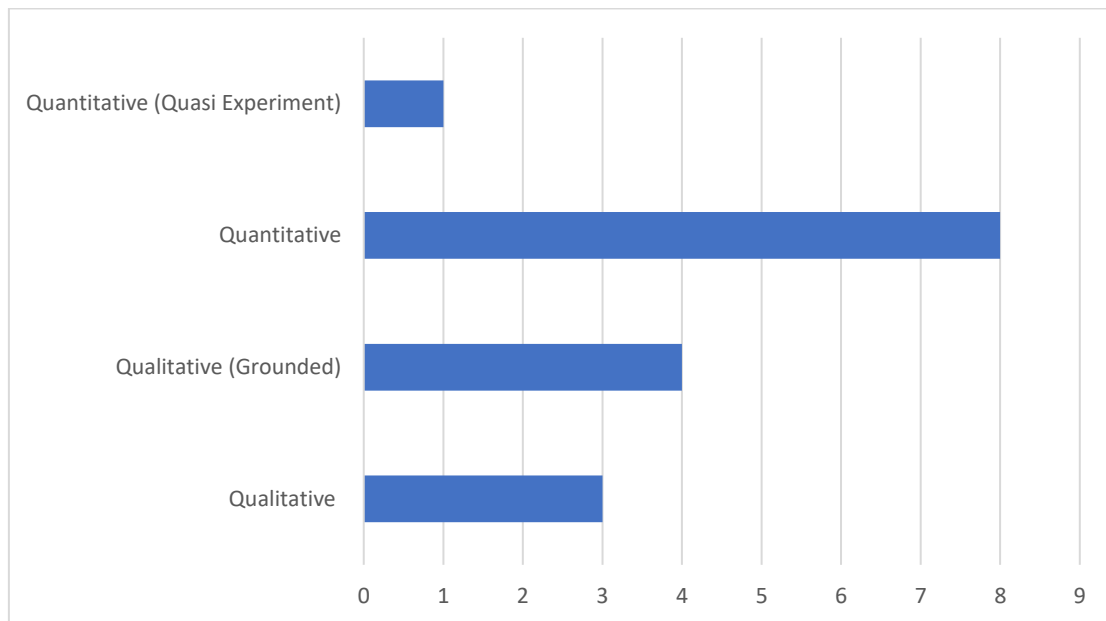
The 16 studies span Europe, Africa, Asia, and South America. In Europe, the countries involved include Spain, Ireland, Slovenia, Austria, and Italy; in Africa, Kenya and Egypt are represented; in Asia, the most frequently mentioned countries are India, Pakistan, China, and Indonesia; and in South America, Peru is the only country cited. Figure 3 illustrates the research background (countries) of these 16 articles.

Figure 3*Research background (Countries)*

Source: Author's Own Work

3 METHODOLOGY

Quantitative research constituted the majority of the 16 studies, with nine employing these methods, while the remaining seven were qualitative. Of the qualitative studies, four employed grounded theory as the primary research method; conversely, only one quantitative study utilised an experimental approach. Figure 4 presents the number of studies using each type of research methodology.

Figure 4*Number of Studies*

Source: Author's Own Work

4 DISCUSSION

Based on the analysis of 16 articles (Chapter 3), this chapter discusses their results from the perspective of theory, context, and methodology.

4.1 Theory

Based on the distribution shown in Table 4 and Figure 1, 11 of the 16 theories (approximately 69%) are at the individual level, four (25%) are at the organisational level, and only one (6%) is cross-level of “Both (including the individual level and organisational level)”.

Theories at the individual level advance entrepreneurial opportunity recognition, entrepreneurial content production, and business development through pathways such as interactivity, visibility, and social recognition. Theories at this level can effectively explain how social media reduces uncertainty in the early stages of entrepreneurship, but they struggle to account for how micro-level factors like interactivity, visibility, and social recognition coalesce into sustainable entrepreneurial outcomes.

Theories at the organisational level (TOE, DOI, RBV, and capital theory) emphasise social media as a resource and the institutional-technical constraints on adoption decisions, enabling the characterisation of data accumulation, dynamic capabilities, and business model innovation at the corporate level. TOE and DOI emphasise organisational-contextual constraints on technology adoption and diffusion, while RBV and capital theory reveal how data, network externalities, and reputation generated by social media become orchestrable heterogeneous resources. These resources ascend to dynamic capabilities through opportunity perception, rapid experimentation, and platform synergy.

Combining these two types of theories, those at the individual level excel at explaining “how to get started”, while those at the organisational level excel at depicting “how to grow stronger”. The former phrase emphasises the motivations and behavioural mechanisms of entrepreneurs in social media contexts, while the latter highlights resource governance and capability building at the enterprise level. Juxtaposing these two approaches, a clear logic emerges: social media serves as both the “trigger” initiating entrepreneurial action and the “vehicle” for building long-term competitive advantage. Therefore, a mature understanding of the social media-digital entrepreneurship relationship must simultaneously address behavioural flexibility and organisational sustainability. It should neither confuse short-term participation with long-term performance nor overlook the process of resource accumulation that enables organisations to pursue sustained development.

However, the four studies employing grounded theory present a different scenario. They all focus on the individual level, using this theory to interpret the phenomenon of social media's impact on digital entrepreneurship. At the individual level, grounded theory demonstrates three primary advantages. First, it remains close to empirical experience and context, directly extracting concepts from the raw narratives and behavioural logs of entrepreneurs, thereby avoiding a priori variable frameworks that could influence the independence of research contributions. Secondly, its process orientation and mechanism identification enable events to be sequenced as “trigger-evaluation-experiment-adjustment”, facilitating the generation of testable propositions. Thirdly, the nature of the constructivist paradigm means researchers and interviewees can co-construct meaning through triangulation, enhancing interpretative transparency and credibility. This approach more readily fosters the emergence of novel theoretical or

conceptual prototypes, rather than relying on extensions of existing theories. In summary, grounded theory generates traceable process theories at the individual level through high contextual fit and mechanism identification capabilities. It combines conceptual innovation with interpretive transparency, thereby providing clear and actionable categories and propositional starting points for subsequent quantitative validation and cross-level integration.

Overall, this section delineates the current knowledge landscape surrounding “social media and digital entrepreneurship”: research exhibits a pronounced individual-oriented bias, while organisational-level interpretations remain significantly underdeveloped. From a theoretical perspective, this imbalance reflects two points: firstly, the fact that social media primarily attracts entrepreneurs through psychological and behavioural cues and, secondly, the academic community's insufficient attention to resource coordination and capability development at the organisational level.

4.2 Context

Based on the distribution of “Context” shown in Table 4 and Figure 1, the current geographical landscape of social media and digital entrepreneurship research can be clearly delineated. Overall, the research contexts are significantly concentrated in Asia, with these countries contributing the majority of studies in this sample. This reflects the region's strong focus on social media's impact on digital entrepreneurship practices and academic discourse. In contrast, research from other regions is relatively sparse. This phenomenon demonstrates that existing knowledge primarily reflects the influence of social media on digital entrepreneurship experiences and institutional frameworks in Asian contexts, exhibiting distinct regional characteristics.

The sample of 16 studies comprised four developed and twelve developing countries, with the latter predominant. This distribution implies that existing conclusions primarily stem from environments characterised by pronounced resource constraints and significant institutional volatility: social media is often viewed as a key tool for lowering entry barriers and expanding visibility and reach in such contexts. Evidence from developed economies remains relatively scarce, resulting in a lack of systematic comparative analysis and insufficient testing of entrepreneurial processes and

performance mechanisms under conditions of high institutional maturity and stringent regulation.

Further examination of the relationship between theory and region reveals that organisational-level research primarily focuses on developing countries. Such studies typically centre on analyses of TOE, DOI, or RBV, examining topics like resource management or product promotion through social media for digital entrepreneurship. Given their research contexts in developing nations, the corresponding conclusions place greater emphasis on the specific conditions of these environments. This focus helps illuminate how digital startups leverage social media in uncertain environments, highlighting the contribution of research contexts to theoretical development.

Additionally, from the perspective of individual-level research analysis, studies at this level have primarily focused on developed countries for two reasons. First, entrepreneurial behaviour among individuals in environments characterised by high digital penetration, a robust payment and logistics infrastructure, and strong platform governance enables a detailed examination of how social media reduces entrepreneurial uncertainty through interactivity, visibility, and social recognition. This, in turn, stimulates the ability of individuals to identify opportunities and produce content, rapidly translating into early market entry and user acquisition. Second, this contextual focus amplifies the “tailwind effect” that social media exerts in mature business environments, thereby deepening the understanding of how social media influences individual digital entrepreneurship.

Although the sixteen studies cover most regions, significant gaps remain in regional coverage. As demonstrated by this sample, Southeast Asia, North America, Eastern Europe, and Oceania have not featured in empirical validation. The absence of relevant evidence prevented any assessment of whether differences in digital entrepreneurial ecosystems and development across these regions, influenced by social media, would diverge from the conclusions of the current research.

Methodology

The distribution of research methodologies, as depicted in Figure 3, enables a more detailed characterisation of the structural attributes of research on social media and digital entrepreneurship in terms of the methodological selection and analytical levels. Overall, the research at the organisational level almost exclusively employed quantitative questionnaire surveys. Meanwhile, the individual-level studies predominantly adopted a

qualitative orientation, including three general qualitative studies and four grounded theory studies, all centred on individual entrepreneurs. Beyond this, only one study utilised a quasi-experimental design, and no case studies were found within the qualitative sequence. This distribution reveals the field's preferences regarding evidence collection and theoretical validation while also exposing several critical gaps.

First, all the organisational-level studies primarily employed questionnaires as their main research tool, focusing on examining statistical correlations among variables across large samples. These variables include metrics such as social media usage intensity, resource allocation, brand communication, and new product introduction. The advantage of such research is its ability to provide generalisable conclusions and establish a foundation for comparing enterprises of different sizes, industries, and developmental stages.

Second, all three general qualitative studies were positioned at the individual level, focusing on themes such as the motivations of individual entrepreneurs, identity construction, acquisition of social capital, and early market entry. Meanwhile, the four grounded theory studies similarly centred on individual entrepreneurs, progressively abstracting concepts and propositions through open-main-selective coding, emphasising the generation of interpretive frameworks from empirical materials.

Based on this evidence, the existing methodology exhibits a distinct pattern: organisational level and questionnaire surveys alongside individual-level and qualitative and grounded approaches. This framework ensures the findings possess both generalisability and contextual relevance, to a certain extent.

5 SUMMARY AND FUTURE RESEARCH DIRECTIONS

5.1 Theory

From a theoretical perspective, individual-level theories primarily explain opportunity recognition, content production, and early business advancement through pathways such as the SOR model. These theories effectively demonstrate how social media reduces uncertainty during the initial stages of entrepreneurship.

Organisational-level theories (TOE, DOI, RBV, and capital theory) emphasise decision-making, resource governance, and capability formation. They reveal how data,

network externalities, and reputation are integrated into heterogeneous resources, evolving into dynamic capabilities through opportunity perception, rapid experimentation, and platform synergies.

These two theoretical frameworks are complementary: the former excels at explaining "how to get started", while the latter highlights "how to build strength". To develop a mature explanatory framework, attention must be paid simultaneously to behavioural flexibility and organisational sustainability. This approach, while incorporating the resource accumulation and capability consolidation processes, would also prevent equating short-term participation with long-term performance.

However, of the 16 studies, 11 (approximately 69%) were conducted at the individual level, while four (25%) were conducted at the organisational level. Empirically grounded theoretical research likewise operates at the individual level. Researchers have paid relatively little attention to organisational approaches, with an overemphasis on individual-level investigation. The direct consequence of this is that existing theories adequately explain how social media facilitates the initial stages of digital entrepreneurship for individuals, yet they fail to elucidate how social media enables digital start-ups to achieve scale and strength.

Consequently, future theoretical research should focus on interpreting social media at the organisational level, not merely treating interactions and visibility on platforms as clues to individual motivations and behaviours, but also defining them as organisational elements that can be leveraged for corporate development. Building upon this foundation, subsequent studies may endeavour to elucidate, from a theoretical perspective, how social media can assist digital start-ups in consolidating their sustainable development capabilities.

5.2 Context

From a contextual perspective, the current research on social media and digital entrepreneurship exhibits a pronounced geographical imbalance. The overall sample is concentrated in Asia, with the majority of studies situated in this region. This reflects how sustained attention in both practice and academia is directed to the ways social media shapes entrepreneurial activities and discourse. In contrast, research from other regions remains relatively sparse. This implies that the existing knowledge base primarily maps

experiences, institutional arrangements, and market conditions in the Asian context, rather than constituting a globally balanced repository of evidence.

Furthermore, twelve of the sixteen studies originated from developing nations, with only four occurring in developed economies. This structural bias yields clear interpretative implications: the existing conclusions have predominantly emerged from environments characterised by pronounced resource constraints and significant institutional volatility. In such contexts, social media is frequently defined as a pivotal tool for lowering entry barriers and expanding visibility and reach. Conversely, research concerning highly mature and strictly regulated environments remains insufficient, limiting any systematic understanding of digital entrepreneurship processes in contexts characterised by more stringent compliance, data governance, and consumer protection requirements.

Despite the sample's coverage of multiple global areas, significant gaps remain at the regional level. The absence of empirical validation for Southeast Asia, North America, Eastern Europe, and Oceania in this sample precludes determining whether social media's impact on digital entrepreneurship deviates systematically from existing conclusions under differing institutional designs, platform governance models, and infrastructure endowments.

Future research might address these gaps by collecting and analysing data from these countries and regions. This would aid in identifying the boundary conditions of context-sensitive mechanisms, enhance the external validity of current findings, and enrich the theoretical contribution of digital entrepreneurship across diverse national contexts.

5.3 Methodology

From a methodological perspective, the current research on social media and digital entrepreneurship exhibits a significant structural concentration. Overall, the sample reveals that the organisational-level studies almost exclusively employed quantitative surveys, emphasising the measurement of relationships between constructs such as social media usage intensity, resource allocation, brand communication, and new product introduction. In contrast, the individual-level research predominantly adopted

qualitative approaches, including three general qualitative and four grounded theory studies, all centred on individual entrepreneurs.

It is noteworthy that only one quasi-experimental study appeared in the sample, and the qualitative research lacked case studies. The scarcity of quasi-experimental designs limits causal identification capabilities, making it difficult to distinguish the impact of social media on digital entrepreneurship across different research contexts and conditions. In qualitative research, the absence of case studies further weakens the integration of micro-narratives and phenomena in cross-case analyses incorporating social media and digital entrepreneurship. This hindered any theoretical development of the understanding of social media's influence on digital entrepreneurship.

Hence, future research could bridge this gap by diversifying methodologies while maintaining existing strengths. In terms of the qualitative research, based on the case study, the impact of social media on digital entrepreneurship was traced across diverse industries, platforms, and contextual settings. This process reconstructs how social media interactivity and visibility are applied during entrepreneurial journeys, ultimately crystallising into the mechanisms through which social media influences the development of digital entrepreneurship.

In terms of the quantitative research, based on a quasi-experimental study and by either randomising controllable factors linked to the characteristics of communication on social media or leveraging communication mechanisms on social media platforms, an analysis was conducted of the short-term behavioural metrics and medium- to long-term behaviours of digital startups. This approach aimed to enhance the causal discernibility and generalisability of social media's impact on digital entrepreneurship.

6 CONCLUSION

This study systematically synthesises the existing literature on social media and digital entrepreneurship, revealing a distinct yet uneven pattern across three dimensions: theoretical levels, geographical contexts, and research methodologies. The existing knowledge landscape exhibits three defining characteristics: the theories centre on the individual; the contexts are predominantly Asia and developing economies; and the methodologies are questionnaires and basic qualitative approaches.

REFERENCES

- Aggarwal, A., & Shah, T. R. (2024). Unveiling the Impact of Social Media Influencers on Follower's Attachment. *Journal of Relationship Marketing*, 1–28. <https://doi.org/10.1080/15332667.2024.2418159>
- Agostini, L., Galati, F., & Gastaldi, L. (2019). The digitalization of the innovation process. *European Journal of Innovation Management*, 23(1), 1–12. <https://doi.org/10.1108/EJIM-11-2019-0330>
- Ahmed, A., Rashid, S., Saad, N. M., Rana, M. W., Khoso, I. A., & Ahmed, Z. (2025). The tech advantage: exploring technological determinants of social media marketing adoption in Pakistani small and medium startups. *Journal of Innovation and Entrepreneurship*, 14(1), 23. <https://doi.org/10.1186/s13731-025-00470-3>
- Bögenhold, D., & Sawy, A. (2024). Competing strategies between public and private self: separation and diffusion of the entrepreneurial identity of solo entrepreneurs on social media. *Journal of Global Entrepreneurship Research*, 14(1), 39. <https://doi.org/10.1007/s40497-024-00409-0>
- Bruce, E., Shurong, Z., Amoah, J., Egala, S. B., Sarfo, P. A., Baidoo, B. E., Darko, D. A., Ailing, L., & Yongxing, Y. (2025). Examining the impact of social media usage on start-ups performance: Mediating role of brand image. *PLOS One*, 20(5), e0320133. <https://doi.org/10.1371/journal.pone.0320133>
- Chakraborty, U., & Biswal, S. K. (2023). Impact of social media participation on female entrepreneurs towards their digital entrepreneurship intention and psychological empowerment. *Journal of Research in Marketing and Entrepreneurship*, 25(3), 374–392. <https://doi.org/10.1108/JRME-03-2021-0028>
- Cook, D. J., Mulrow, C. D., & Haynes, R. B. (1997). Systematic Reviews: Synthesis of Best Evidence for Clinical Decisions. *Annals of Internal Medicine*, 126(5), 376–380. <https://doi.org/10.7326/0003-4819-126-5-199703010-00006>
- Corral de Zubielqui, G., & Jones, J. (2020). How and when social media affects innovation in start-ups. A moderated mediation model. *Industrial Marketing Management*, 85, 209–220. <https://doi.org/10.1016/j.indmarman.2019.11.006>
- Erpe, T., & Kotnik, P. (2022). The Why and How of Social Media Entrepreneurs. *Journal of Enterprising Culture*, 30(04), 431–451. <https://doi.org/10.1142/S0218495822500145>
- Grzeslo, J. (2020). A generation of bricoleurs: digital entrepreneurship in Kenya. *World Journal of Entrepreneurship, Management and Sustainable Development*, 16(4), 403–412. <https://doi.org/10.1108/WJEMSD-10-2019-0078>
- Guiñez-Cabrera, N., & Aqueveque, C. (2022). Entrepreneurial influencers and influential entrepreneurs: two sides of the same coin. *International Journal of Entrepreneurial Behavior & Research*, 28(1), 231–254. <https://doi.org/10.1108/IJEER-08-2020-0563>
- Herani, R., & Pranandari, A. (2024). Promote or inhibit? Examining the influence of youth digital advocacy on digital social entrepreneurship. *Social Enterprise Journal*, 20(5), 654–677. <https://doi.org/10.1108/SEJ-11-2023-0136>

- Irwan Adimas Ganda Saputra, Lifa Farida Panduwinata, Susanti Susanti, & Siti Sri Wulandari. (2024). The Role of Social Media in Digital Entrepreneurship Growth: Trends and Future Directions. *International Journal of Economics, Commerce, and Management*, 2(1), 124–140. <https://doi.org/10.62951/ijecm.v2i1.374>
- Li, F., & Sukpasjaroen, K. (2024). The Impact of the Digital Capability of College Students' New Enterprises on Business Model Innovation Driven by the Digital Economy: The Mediating Effect of Digital Opportunity Discovery. *Journal of Risk and Financial Management*, 17(4), 152. <https://doi.org/10.3390/jrfm17040152>
- Lu, Y., Muhamad, N. S., & Hanafiah, M. H. (2024). Growth of Digital Entrepreneurship in 2014~2023: A Bibliometric Analysis. *Revista de Gestão Social e Ambiental*, 18(5), e07818. <https://doi.org/10.24857/rgsa.v18n5-157>
- Luo, Xi. (2024). Exploring Entrepreneurial Learning, Digital Business Management, and Business Model Innovation in Internet New Ventures: An Empirical Study. *Journal of System and Management Sciences*, 14(2). <https://doi.org/10.33168/JSMS.2024.0203>
- Mariani, M. M., Machado, I., Magrelli, V., & Dwivedi, Y. K. (2023). Artificial intelligence in innovation research: A systematic review, conceptual framework, and future research directions. *Technovation*, 122, 102623. <https://doi.org/10.1016/j.technovation.2022.102623>
- Miniesy, R., Shahin, M., & Fakhreldin, H. (2022). The Determinants of Digital Entrepreneurship by informal MSEs in Egypt. *World Journal of Entrepreneurship, Management and Sustainable Development*, 18(4), 425–445. <https://doi.org/10.47556/J.WJEMSD.18.4.2022.1>
- Mir, A. A., Hassan, S., & Khan, S. J. (2023). Understanding digital entrepreneurial intentions: A capital theory perspective. *International Journal of Emerging Markets*, 18(12), 6165–6191. <https://doi.org/10.1108/IJOEM-05-2021-0687>
- Mousa, M., Marquina, P., & Fernández Concha, R. A. (2025). When age really matters: digital entrepreneurship of seniors in Latin American contexts. *Management Research: Journal of the Iberoamerican Academy of Management*. <https://doi.org/10.1108/MRJIAM-11-2024-1631>
- Mousa, M., Shahzad, F., & Misbah Shabana, M. (2024). Digital entrepreneurship among Egyptian women: autonomy, experience and community. *Journal of Small Business and Enterprise Development*, 31(7), 1378–1399. <https://doi.org/10.1108/JSBED-11-2023-0560>
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald, S., ... Moher, D. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. *BMJ*, n71. <https://doi.org/10.1136/bmj.n71>
- Paul, J., Khatri, P., & Kaur Duggal, H. (2024). Frameworks for developing impactful systematic literature reviews and theory building: What, Why and How? *Journal of Decision Systems*, 33(4), 537–550. <https://doi.org/10.1080/12460125.2023.2197700>

- Rizvanović, B., Zutshi, A., Grilo, A., & Nodehi, T. (2023). Linking the potentials of extended digital marketing impact and start-up growth: Developing a macro-dynamic framework of start-up growth drivers supported by digital marketing. *Technological Forecasting and Social Change*, 186, 122128. <https://doi.org/10.1016/j.techfore.2022.122128>
- Schou, P. K., Bucher, E., & Waldkirch, M. (2022). Entrepreneurial learning in online communities. *Small Business Economics*, 58(4), 2087–2108. <https://doi.org/10.1007/s11187-021-00502-8>
- Smith, C., Smith, J. B., & Shaw, E. (2017). Embracing digital networks: Entrepreneurs' social capital online. *Journal of Business Venturing*, 32(1), 18–34. <https://doi.org/10.1016/j.jbusvent.2016.10.003>
- Stephens, S., & Miller, K. (2024). Creating an entrepreneurial story in digital spaces: the journeys and experiences of social media entrepreneurs. *Entrepreneurship & Regional Development*, 36(7–8), 881–896. <https://doi.org/10.1080/08985626.2023.2240749>
- Tajpour, M., & Hosseini, E. (2021). ENTREPRENEURIAL INTENTION AND THE PERFORMANCE OF DIGITAL STARTUPS: THE MEDIATING ROLE OF SOCIAL MEDIA. *Journal of Content Community and Communication*, 13(7), 2–15. <https://doi.org/10.31620/JCCC.06.21/02>
- Tajpour, M., Hosseini, E., & Mohiuddin, M. (2023). Effects of innovative climate, knowledge sharing, and communication on sustainability of digital start-ups: Does social media matter? *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100053. <https://doi.org/10.1016/j.joitmc.2023.100053>
- Tang, S., & Cui, T. (2025). Exploring the impact of parasocial interactions with digital entrepreneurial influencers on higher vocational students' entrepreneurial intention: empirical evidence from China. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-05-2024-0831>
- Troise, C., Dana, L. P., Tani, M., & Lee, K. Y. (2022). Social media and entrepreneurship: exploring the impact of social media use of start-ups on their entrepreneurial orientation and opportunities. *Journal of Small Business and Enterprise Development*, 29(1), 47–73. <https://doi.org/10.1108/JSBED-01-2021-0041>
- Wang, Z., Lin, S., Chen, Y., Lyulyov, O., & Pimonenko, T. (2023). Digitalization Effect on Business Performance: Role of Business Model Innovation. *Sustainability*, 15(11), 9020. <https://doi.org/10.3390/su15119020>
- Warner, K. S. R., & Wäger, M. (2019). Building dynamic capabilities for digital transformation: An ongoing process of strategic renewal. *Long Range Planning*, 52(3), 326–349. <https://doi.org/10.1016/j.lrp.2018.12.001>
- Wibowo, A., Narmaditya, B. S., Suparno, Sebayang, K. D. A., Mukhtar, S., & Shafiai, M. H. M. (2023). How does digital entrepreneurship education promote entrepreneurial intention? The role of social media and entrepreneurial intuition. *Social Sciences & Humanities Open*, 8(1), 100681. <https://doi.org/10.1016/j.ssaho.2023.100681>
- Wilk, V., Cripps, H., Capatina, A., Micu, A., & Micu, A.-E. (2021). The state of

#digitalentrepreneurship: a big data Leximancer analysis of social media activity.
International Entrepreneurship and Management Journal, 17(4), 1899–1916.
<https://doi.org/10.1007/s11365-020-00729-z>

Authors' Contribution

Both authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

How to cite this article (APA):

Lu, Y., Muhamad, N. S., & Hanafiah, M. H. (2025). THE INFLUENCE OF COMMUNICATION VIA SOCIAL MEDIA ON DIGITAL ENTREPRENEURSHIP DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW. *Veredas Do Direito*, 22(2), e223383. <https://doi.org/10.18623/rvd.v22.n2.3383>