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Measuring SME's productivity using social media: Role of entrepreneurship

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Abstract

The purpose of the present study was to explore the effect of Entrepreneurial Self-efficacy and Entrepreneurial Attitude on the performance of Small Medium enterprises through the usage of Facebook. It was hypothesized that Facebook usage is likely to mediate the relationship between Entrepreneurial Self-efficacy and Entrepreneurial Attitude on the performance of Small Medium Enterprise. A cross-sectional research design was used in this study. A sample of N=333 admins, social media managers or digital marketing executives, was collected by using a clustered sampling technique. The data processed by using AMOS software. Structural Equation Modeling was used to analyze the model. Results showed that Entrepreneurial Self-efficacy & Entrepreneurial Attitude have a significant association with SME performance through Facebook usage. In the light of results, it is being recommended that Small and Medium Size Enterprise must have their Facebook activities to promulgate their performance. © 2020, Allied Business Academies. All rights reserved.

Author keywords

Entrepreneurship Growth; Marketing; Organizational Development; SMEs Productivity; The Impact of Social Media

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