

SOCIAL MEDIA ENGAGEMENT ON MSMES BUSINESS PERFORMANCE: A SYSTEMATIC REVIEW

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Article history

Received date : 15-2-2025
Revised date : 16-2-2025
Accepted date : 23-3-2025
Published date : 15-4-2025

To cite this document:

Abdol Ghapar, M., Luqman, A., & Ismail, M. N. (2025). Social media engagement on MSMEs business performance: A systematic review. *Journal of Islamic, social, economics and development (JISED)*, 10 (71), 721 - 736.

Abstract: *Social media has become an important part of marketing strategy for micro, small, and medium enterprises (MSMEs), as it offers a cost-effective way to reach a larger audience base besides allowing engagement with customers in such brief period of time. Social media can significantly influence the performance of MSMEs in terms of brand awareness, customer satisfaction, sales, and many more. However, more systematic studies should be done to uncover the elements contributing towards business performance in the social media scenario. This study aims to systematically review past literatures that have been done in the social media engagement towards business performance scene. This systematic review is guided by ROSES review protocol. From the initial results of 252 records, only 22 relevant articles in line with the study's objective were selected. Majority of the studies were done in developing countries. Elements under the engagement variable include sales/promotion, user-generated content, firm-generated content, comments, likes, shares, customer relationship, and communication; while for the performance variable, keywords were grouped into elements of financial and non-financial performance.*

Keywords: *Systematic review, social media engagement, micro small and medium enterprises, business performance*

Introduction

Social media has completely changed the way we engage with one another, share information, and go about our daily lives. Businesses have been significantly impacted by social media, with many using it to reach and engage with their target audiences. Businesses of all sizes use social media marketing frequently, and many of them reported high success rate in relevance to their social media initiatives.

Past studies have proven that there are countless benefits to be gained when MSMEs (micro, small, and medium enterprises) embrace social media for their businesses. Among them were Wee et al. (2020), who cited various literary works, including Ainin et al. (2015), Chong et al. (2012), Korda and Itani (2013), and Dong Hun (2010), claiming businesses use social media since it is a low-cost but highly effective marketing medium. Besides that, some of the main benefits of embracing social media, according to Abed (2020), are direct customer connection, inexpensive adoption costs, a larger market reach, as well as no requirement for IT expertise. Since there are an abundant of past studies publishing the proven benefits resulting from social media adoption, now, there is a pressing need to also measure just how well engagement gained through social media could help improve MSMEs' business performance. Madila et al. (2022) emphasised that MSMEs should grow in terms of using social media platforms to engage with clients, in line with the growing number of social media users. According to Munawar et al. (2023), Companies that utilise effective marketing strategies constantly motivate clients to engage with their brand, resulting in sustained utilisation of products and services over time, hence enhancing corporate performance. Businesses would suffer from referrals lost, shrinking loyalty, information sharing, and sales; among other things when they fail to engage with consumers on social media (Kostygina et al., 2020).

As cited in a web page by Charles Sturt University (2022) , Dewey and Drahota (2016) mentioned that a systematic literature review involves identifying, selecting, and critically appraising research to answer a formulated question. One needs to follow their chosen plan or protocol before conducting the review, where a comprehensive and transparent search is to be done over multiple databases. According to Yunus et al. (2023), thorough search strategy covering several databases is used in the SLR process, and the protocol or plan is set before the review process starts, for the purpose of replication by future researchers. Next, to address the posed question, the SLR process comprises of the categorisation, selection, and critical evaluation of earlier research to ensure only high-quality studies were selected from a comprehensive review. SLR is a vital tool to guide and provide a synthesis on available topics, acknowledging biases or gaps, and directing future researchers toward the right direction for further studies (Antonelli, 2020).

Despite the fact that there is quite a number of existing past research on the influence of social media engagement towards business performance, there hasn't been enough done to thoroughly review the findings. Rozak et al. (2021) applauds businesses utilising social media platforms to establish and enhance brand reputation, advertise products or services, and engage in direct communication with customers. Moreover, Shandy et al. (2023) expressed that SMEs can enhance their brand value and operational effectiveness by leveraging social media platforms and capitalising on the diverse features of social media to actively engage with their consumer base. Faridi and Malik (2019) questioned whether customer engagement technology has caused disruption or disturbances instead of bringing improvements to SMEs. In this review paper, the objective is to uncover the patterns and trends of past studies in areas related to social media,

consumer engagement, and business performance. This paper discusses the complete systematic literature review (SLR) steps to gain insights into the matter at hand. The steps include the reference source for SLR, research question formulation, systematic searching strategies, identification-screening-eligibility process, article quality appraisal, abstraction, and data analysis. To further strengthen the study, past literatures were also included as support.

Methodology

There are several review protocols available in SLR, such as ROSES (RepOrting standards for Systematic Evidence Syntheses) and PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis). The ROSES review protocol served as the study's guide, seeking to increase transparency in order to set higher standards for the conduct of systematic reviews and maps. There are several stages that needs to be seen through in order to complete an SLR. This methodology section includes all the steps done in completing the SLR.

The review protocol begins with research question formulation, followed by systematic searching strategies, including identification, screening, and eligibility. Next, the screened results undergo the article quality appraisal step, and finally, abstraction and data analysis. After going through all of the review protocol steps, the researcher is left with works of literature that would help minimize author bias and validity threats. The researcher proceeded with a review protocol as shown in Figure 1.

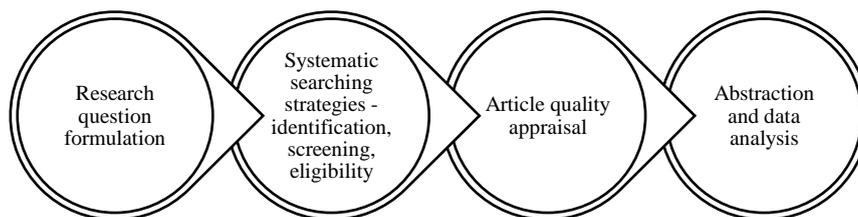


Figure 1: SLR Review Protocol

Research Question Formulation

Review questions must be precise, clear, and answerable instead of general or vague (UCL Library, 2021). In order to contribute to a better understanding of social media engagement’s contribution towards business performance, this study intends to analyse the idea of social media engagement, including its fundamental components, characteristics, and theoretical foundations. Thus, the researcher adopted the PICo (Population OR Problem; Interest; Context) method as the Research Questions Development Tool (RQDT) as shown in Table 1. This step ensures that the research question developed is specific in addressing the matter at hand.

Table 1: PICo Dimensions

Population	Interest	Context
Micro, small, and medium enterprises (MSMEs) owners	Social media engagement	Increased business performance

SLR.RQ:

1. What are the key factors of social media engagement that influence MSMEs’ business performance?
2. What are the possible dimensions of MSMEs' business performance?

Systematic Searching Strategies

University of Leeds Library (2022) mentioned that a search strategy was done to retrieve accurate results by organizing the structure of key terms to be used in database searching. Besides that, McGowan and Sampson (2005) also stated that systematic searching is a crucial step in SLR as mistakes could lead to bias and incomplete evidence. Therefore, to minimise the errors, systematic searching strategies are required. There are three main steps associated in systematic searching strategies namely identification, screening, and eligibility. The following three subsections will explain thoroughly each step that the researcher took for systematic searching strategies.

Identification

The identification process in the systematic searching strategy is to find all results possible from multiple databases according to the research question formulated earlier. The main keywords were derived from the research question. Then, enriched keywords or synonyms were identified to broaden the search results. Table 2 shows the research question used, plus the main and enriched keywords identified as string search.

Table 2: Results of Identification Process

Section	Main Keywords	Enriched Keywords
Research Question		
What are the most prominent elements of social media engagement that influence MSMEs' business performance?	micro small medium enterprises social media engage performance	MSME, SME, micro businesses social network sites, social media platforms interact profitability, sales

The identification process was made through two leading databases, Scopus and Web of Science, and Google Scholar as a supporting database. Table 3 simplifies the search strings such as Boolean operators, phrase searching, and truncations used in each advanced search throughout all three databases. The document result of an initial search is the identification process.

Table 3: Full Search String Used in Leading Databases (Scopus, Web of Science) and Supporting Database (Google Scholar)

Section	Scopus	Web Of Science (Wos)	Google Scholar
Research Question Do MSMEs' social media engagement increase the business performance of SMEs in Malaysia?	TITLE-ABS-KEY (("micro small medium enterprise*" OR "msme*" OR "sme*" OR "micro business*") AND ("social media" OR "social network site*" OR "social media platform*") AND ("interact*" OR "engage" OR "engagement*")	TS=(("micro small medium enterprise*" OR "msme*" OR "sme*" OR "micro business*") AND ("social media" OR "social network site*" OR "social media platform*") AND ("interact*" OR "engage" OR	"micro small medium enterprises" "msmes" "smes" "social media" "social media platforms" "engagement*" "performance" "profitability" "sales"

Initial search	AND ("performance" OR " profit*" OR "sale*")) = 94 document results	"engagement*") AND (" performance" OR " profit*" OR "sale*")) = 128 document results	Wild card character (* in the word engagement = 30 document results
Filtered/Edited search	TITLE-ABS-KEY (("micro small medium enterprise*" OR "msme*" OR "sme*" OR "micro business*") AND ("social media" OR "social network site*" OR "social media platform*") AND (" interact*" OR "engage" OR "engagement*") AND ("performance" OR " profit*" OR "sale*")) AND (LIMIT-TO (SUBJAREA , "BUSI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English"))) = 42 document results	TS=(("micro small medium enterprise*" OR "msme*" OR "sme*" OR "micro business*") AND (" social media" OR "social network site*" OR "social media platform*") AND ("interact*" OR "engage" OR "engagement*") AND (" performance" OR " profit*" OR "sale*")) Refined by: Document Types: Article Research Areas: Business Economics Language: English = 76 document results	"micro small medium enterprises" "msmes" "smes" "social media" "social media platforms" "engagements" "performance" "profitability" "sales" Plural set for the word engagement = 4 document results

Screening

The screening process in SLR happened when the researcher filtered all results obtained in the identification step. Mengist et al. (2020) said that the act of screening is to select works of literature and identify relevant papers for review work. Setting limits to the initial search results narrows down the scope of the search and thus leaves the researcher with lesser but more related and focused document results. The researcher set limits of the document type to articles only, areas to business and/or management only, and language to English only. This step is also known as screening by using inclusion and exclusion criteria (Table 4). The details could be seen in Table 3 above in the filtered/edited search section.

After the researcher executed the inclusion criteria under the screening process, search results from Scopus were reduced from the initial 94 document results to only 42. In contrast, Web of Science (WoS) search results were reduced to 76 from 128 document results. No inclusion criteria screening was done in Google Scholar as the platform has no option for such screening.

Some edits were made to keywords in the Google Scholar search as truncation had no effects on the results. However, when the researcher added plural to keywords, completely different results were obtained, four results compared to the initial search of 30 results.

Table 4: Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication type	Article journal	Anything other than article journal
Subject area/Categories	Business, management	Any other areas apart from business and management
Language	English	Non-english

Eligibility

The eligibility process is part of review protocol guidelines that describe characteristics that all participants must share (*What Are Eligibility Criteria, and Why Are They Important?*, n.d.). Setting similar features to be fulfilled by all literature ensures that results obtained will answer the research question set earlier in the protocol. Figure 2 displays the flow diagram to illustrate the article selection process for review. The researcher executed the eligibility process by first scanning through the remaining articles from the screening process, which was 122 articles. Duplicated records between all three databases were identified. Next, the researcher scans through the titles, abstracts, and keywords plus the objectives that were not focusing on social media engagement, SMEs and/or business performance, where all unrelated papers were excluded in this stage.

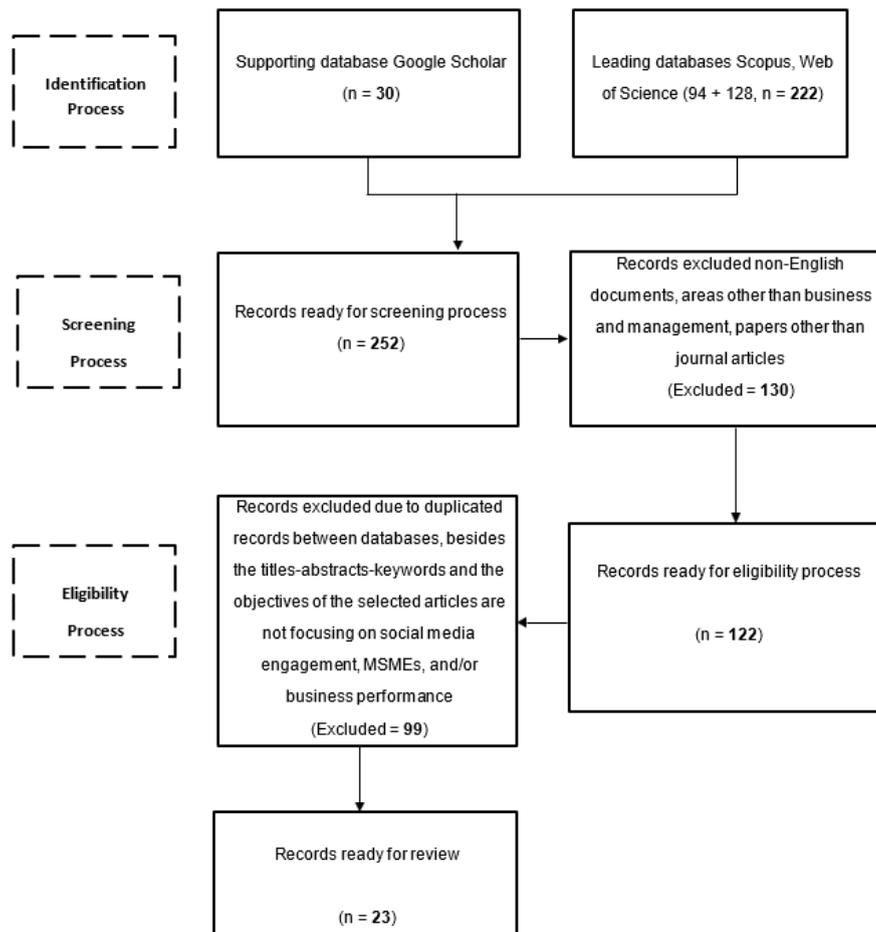


Figure 2: The Process of Selecting Articles for Review

Cross-checking search results from all three databases resulted in records being excluded as the titles, abstracts, keywords, and the objectives of the selected articles did not focus on social media engagement, SMEs and/or business performance, and some were identified as duplicated records. The total records excluded in the eligibility phase was 99 records. The initial 252 records found went through the steps of identification, screening, and finally eligibility to reach the final records for review of only 23 articles.

Article Quality Appraisal

The article quality appraisal process is where articles were evaluated based on objectives set. The screening was done on the selected literature to identify relevant papers for the abstraction and data analysis work which will be done later (Mengist et al., 2020).

The researcher used the AXIS appraisal form developed by Downes et al. (2016) and adopted the qualitative approach for the article quality appraisal process. 23 papers that passed the eligibility phase were appraised and went through the abstraction and data analysis process. The researcher appraised all 23 papers according to 20 components as listed by Downes et al. (2016), including sections such as introduction, methods, results, discussion, and other related matters such as funding and ethics. 21 articles resulted in high quality, while one was moderate,

and another is low. Summary is depicted in Figure 3. Only high and moderate categories, 22 articles, were chosen to go through the next step, which is abstraction and data analysis.

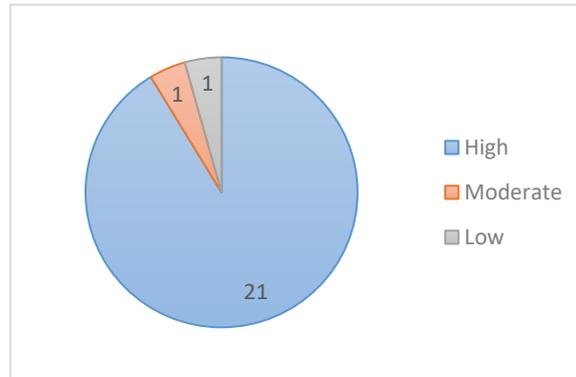


Figure 3: Categories of Article Quality Appraisal

Abstraction and Data Analysis

The abstraction and data analysis process are also referred to as synthesis in many SLR papers. It consisted of two steps; the extraction and classification of significant data from chosen papers in order to reach understanding and make conclusions (Mengist et al., 2020).

All papers that passed the eligibility process should undergo abstraction and data analysis process. The researcher applied the ‘qualitative synthesis of qualitative studies’ or also known as ‘thematic analysis’ as this method is the most commonly used in social science studies.

From an initial abstraction done, 12 keywords were identified under the engagement variable. The keywords were further grouped into smaller themes, with similar and synonymous keywords themed together. The initial 12 keywords were ‘sales/promotion, User-Generated Content (UGC), Firm Generated Content (FGC), e-Word of Mouth (e-WOM), photos, videos, comments, likes, shares, customer relationship, communication, and information sharing’. Apart from that, eight keywords were also identified under the performance variable, they were ‘reduced costs, increased sales, growth, profitability, customer satisfaction, brand equity, sustainability, and loyalty’.

Since there are multiple keywords that are synonymous in nature, they are themed together to simplify the thematic analysis. Photos and videos were included under FGC, while e-WOM and information sharing is under shares. Apart from that, items under the performance variable were divided into two main themes: financial and non-financial. Profitability, increased sales, and decreased costs were classified under financial; while growth, customer satisfaction, brand equity, sustainability, and loyalty were under non-financial. Thus, the finalised thematic analysis is as portrayed in Table 5.

Table 5: Simplified Abstraction and Data Analysis

No.	Authors	Engagement						Performance			
		Promotion Sales /	UGC	FGC	Comments	Likes	Shares	Customer Relationship	Communication	Financial	Non-Financial
1	Rahayu et al. (2023)	✓		✓	✓		✓			✓	
2	Senanu et al. (2023)	✓	✓	✓						✓	
3	Rozak et al. (2021)	✓					✓		✓	✓	
4	Rahmawati et al. (2023)	✓		✓	✓	✓	✓			✓	✓
5	Shandy et al. (2023)			✓			✓			✓	✓
6	Bruce et al. (2023)						✓	✓		✓	✓
7	Wibawa et al. (2022)	✓	✓	✓		✓	✓	✓		✓	✓
8	Al Halbusi et al. (2022)	✓					✓		✓	✓	✓
9	Amoah et al. (2021)	✓					✓	✓	✓	✓	✓
10	Odoom et al. (2017)		✓	✓			✓	✓	✓	✓	✓
11	He and Lu (2016)		✓	✓		✓	✓			✓	
12	Fernandes et al. (2016)	✓					✓		✓	✓	✓
13	Musa et al. (2016)	✓					✓	✓		✓	✓
14	Ainin et al. (2015)						✓	✓		✓	
15	Dvorský et al. (2023)						✓	✓		✓	✓
16	Hu et al. (2023)						✓		✓	✓	✓
17	Roosdhani et al. (2023)	✓	✓				✓	✓	✓	✓	✓
18	Witek-Hajduk and Zaborek (2022)		✓				✓		✓	✓	✓
19	Qalati et al. (2020)						✓	✓	✓	✓	✓
20	Marolt et al. (2020)							✓	✓	✓	✓
21	Brandão et al. (2019)	✓		✓			✓	✓	✓	✓	✓
22	Bocconcelli et al. (2017)	✓		✓			✓	✓	✓	✓	

Discussion

As shown in the previous section, this study explored 22 relevant articles that relate to its objective and research question. Based on the analysis results obtained from the systematic literature review conducted, the studies were conducted in both developed and developing countries, where SMEs were seen as a backbone of the countries' economy, among the main reasons that attracted many researchers to study and further explore the most prominent

elements of social media engagement that influence MSMEs' business performance. Figure 4 shows the country of origin of the selected articles.

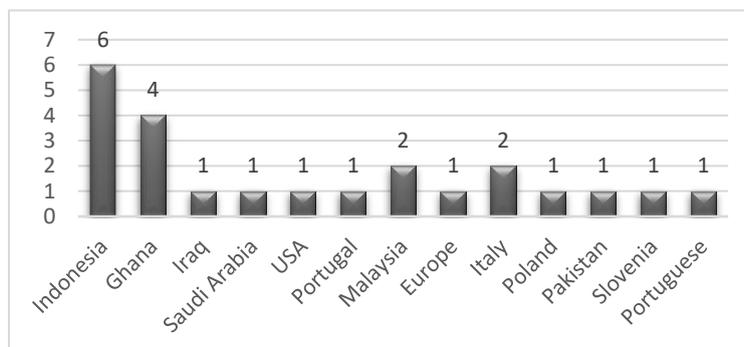


Figure 4: Country of Origin

Social Media Engagement

There is a grey area when it comes to the context and definition of engagement. For instance, Rahmawati et al. (2023), Bruce et al. (2023), Shandy et al. (2023), and Senanu et al. (2023) said that firms deploy social media marketing and information sharing activities mostly to induce sales and facilitate transactions, where purchase is a form of positive engagement behaviour within their perspective. However, other scholars such as Rahayu et al. (2023), Rozak et al. (2021), Amoah et al. (2021), and Musa et al. (2016) defined purchasing behaviour or performing transactions as the direct impact of the engagement behaviour itself, which is part of business performance. Although findings by Fernandes et al. (2016) proved that SMEs acknowledge social networks' impact on performance, unfortunately, only a fragment perform business activities on them.

In light of the recent COVID-19 pandemic that hit the globe in 2020, many businesses suffer financially due to multiple Movement Control Orders (MCOs) that forces them to shut down operations completely. Rahayu et al. (2023) and Rahmawati et al. (2023) investigated on how social media platforms and engagement gained from them has helped businesses to stay afloat through such trying time. Not only is social media affordable to run, it has also been used extensively to share information to a wide range of market, thus spurring growth among struggling entrepreneurs (Rahayu et al., 2023). Through social media engagement, it elevates mutual trust between organisations and its customers while maximising customer satisfaction at the same time (Rahmawati et al., 2023). Another scholar, Hu et al. (2023) affirms that Italian SMEs was forced-driven to use social media platforms since lockdowns and social distancing measures were implemented during the COVID-19 pandemic, where some firms even took the drastic measure of outsourcing social media management to other capable agencies, and some hired new employees with digital skills.

Shandy et al. (2023) found that social media richness significantly affected brand equity and business performance. At the same time, brand equity mediated the relationship between social media richness and business performance. It is crucial to understand the types of content that matters, such as high-quality images and videos, product benefits highlights, and an interesting storyline (Wibawa et al., 2022). Firms need to understand which social media platform allows them to do what; interact, share, express, and create content to maximise business performance (Ainin et al., 2015). Moreover, Hu et al. (2023) found that by publishing contents on social

media platforms, it increased the visibility of MSMEs across target audiences. Not only firms-generated content (FGC) matters, but user-generated content (UGC) was proven to positively affect engagement and involvement (Roosdhani et al., 2023).

Business Performance

The proven business performance that could be increased with the help of social media engagement include reduced costs, increased sales, growth, profitability, customer satisfaction, brand equity, sustainability, and loyalty.

As portrayed earlier in **Error! Reference source not found.**, the performance variable was grouped into two main themes; financial and non-financial, which was also the dependent variable of an article by Ainin et al. (2015) and Shandy et al. (2023). Six articles focused on only social media engagement's impact on financial performance, while the rest emphasised on both, as depicted in Figure 5. None focused on non-financial performance only. It goes to show that financial performance is important to some parties, but for the vast majority, both types of performance are equally important to be measured and improved.

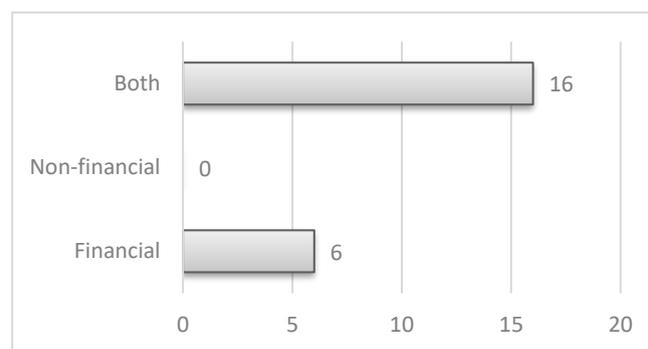


Figure 5: Performance Variable Thematic Categories

Nevertheless, not all MSMEs excel with social media. Some have difficulties in managing social media with multiple limitations, for example, owner or staff having low information and communications technology (ICT) and technical knowledge as mentioned by Wibawa et al. (2022). On a different note, He and Lu (2016) uncovered that MSMEs experienced sales and revenue growth only after three years of interactive and engaging activities on social media. For new social media adopters, there is no significant effect on sales and revenue growth.

Bruce et al. (2023), Amoah et al. (2021), and Dvorský et al. (2023) agreed that by interacting with consumers through social media, firms become more competitive and thus fosters sustainability and growth. It is important for a business to be sustainable especially in uncertain and challenging economic condition worldwide post COVID-19 pandemic season. Being sustainable could mean a lot of things, not just by having high number of sales. As emphasised by Roosdhani et al. (2023), it is also crucial for organisations to focus on interaction with consumers through social media that would in turn induce brand equity, brand awareness, and customer loyalty, which ultimately makes a business sustainable. Qalati et al. (2020) and Marolt et al. (2020) agreed that social media allowed MSMEs to build customer relationships, hence positively affecting business performance in terms of profitability, sales, and loyalty.

Recommendations

Based on thorough analysis of past papers, it is evident that different scholars interpreted social media engagement and business performance differently from each other. Among the components of engagement include sales/promotion, user-generated content, firm-generated content, comments, likes, shares, customer relationship, and communication. Performance wise, keywords were grouped into financial and non-financial performance. Perhaps, future studies would come up with different themes and thus group the elements into different categories.

Additionally, the researcher saw that there is lack of emphasis on variables that could mediate or moderate the relationship between social media engagement and business performance. Thus, future studies should fill in the gap by investigating the additional elements that may or may not affect the direct relationship.

Besides that, social media engagement itself is suggested to be a mediator, with other social media antecedents that could have a direct impact on business performance. Social media content could be considered for future research as the topic is still under investigated, especially its direct impact on business performance, with social media engagement as the mediator.

Limitations and Future Studies

From the variables identified through thematic analysis, there are still many unidentified and unexplored variables when it comes to the topic of the study, social media. As a matter of fact, there are many more branches related to social media, such as adoption and content, in addition to engagement. By acknowledging this situation, it could foster future research to explore not only other countries settings, be it developed or developing countries, but also taking into consideration other factors that might be influencing factors of social media engagement on business performance.

Apart from that, social media is a very fast paced technology. Past studies done earlier may have surpassed their prime in terms of findings; effects may have changed as time goes by and other factors may have emerged along the way. Thus, it calls for more future studies to be done in the social media game to uncover latest factors and trends that may affect the interaction and engagement between firms and consumers.

Additionally, Bruce et al. (2023) suggested that future studies uncover the drawbacks and negative effects of social media on organisations. Undeniably, there has been too many studies pooling in the social media adoption research area. It would most certainly add valuable input to the body of knowledge when future studies try to uncover the factors that may affect the downfall of an organisation. Firms may learn to stay alert and not be involved in concerns such as those mentioned by Rozak et al. (2021), which included negative e-WOM, security and privacy risks, fake paid online reviews, the spread of misinformation, and many more.

Al Halbusi et al. (2022), on the other hand, suggested that future studies focus on the different effects that social media might have on service-based and product-based MSMEs. Odoom et al. (2017) found that the effects of social media usage among service-based and product-based MSMEs were positive but inconsistent.

Rozak et al. (2021) called for longitudinal future studies to ensure causal relationships between variables. The same goes for Ainin et al. (2015) and Senanu et al. (2023) as they agreed that more longitudinal studies are needed in the future to explain in a greater manner the drivers of social media adoption and engagement. As a matter of fact, Bocconcelli et al. (2017) had executed a single longitudinal case study approach and found that social media intertwined in a sophisticated network of relationships between the organisation itself, business partners, and customers.

Another suggestion by Odoom et al. (2017) and Al Halbusi et al. (2022) is for future studies to do a comparative study on large versus small firms to add stimulating findings to the body of knowledge and help shape future theories. On a different note, different sectors may bring different findings; thus, comparison and analysis should be done on multiple sectors instead of only focusing on only one sector (Bruce et al., 2023). Dvorský et al. (2023) also implied that additional studies needed with a large sample of enterprises. Furthermore, Marolt et al. (2020) implicated that issues that affected small and medium enterprises may not be affecting micro enterprises, vice versa; thus, called out for separate future studies on those two types of firms. To induce better findings, organisations from the same size and industry should be picked for future studies (da Cunha Brandão et al., 2019).

Amoah et al. (2021) suggested that qualitative research in the form of interviews may improve future findings. However, da Cunha Brandão et al. (2019) and Marolt et al. (2020) have already done an earlier qualitative study in social customer relationship management, where interviews with SME owners and managers proved that it positively affected customer relationship performance. In the meantime, Wibawa et al. (2022) also carried out a qualitative study, while at the same time stating that method bias may have occurred in their study and suggested for future quantitative studies instead for better findings through statistical analysis. Witek-Hajduk and Zaborek (2022) did phone interviews with business managers, which may result in inaccurate information and misinterpretations.

This study also identified factors that have not been specified in more detail in general. Moreover, it did not classify the factors as either antecedents, moderators, or mediators, as per suggested by Shandy et al. (2023). Thus, it is suggested that further research do the categorisation and classification in a more detailed manner, perhaps focusing on mediators or moderators as additional influencing factors.

Conclusion

This study has explored the most prominent elements of social media engagement that influence MSMEs' business performance through the systematic literature review (SLR) method. From the analysis on related past studies, factors that has been widely used among the selected papers have been identified through thematic analysis. Nonetheless, there are still other elements not being studied in this paper. Social media has been proven to bring many gains towards countless MSMEs, though there are also some disadvantages that may hinder businesses to be too focused and occupied on marketing only on social media. Apart from that, this paper also provides insights for upcoming future research within the same research domain. Not only that, this systematic review also proves to the masses that social media is currently a talk of the town, where it opens up opportunities and possibilities to gain more insights regarding social media engagement and its influence on business performance. Before social media, organisations have very limited opportunities of marketing and sales. However, with

the rise of social media adoption among organisations, especially micro and small businesses, the prospects are endless. It is hoped that the findings of this paper will help pave the way for future studies to be conducted and to further flourish Malaysia's MSMEs' performance.

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