

## DIGITAL MARKETING STRATEGIES FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN E-COMMERCE SECTOR

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**Dr. Aiman Fatma, Ms. Amrita Singh**  
Associate Professor, Assistant Professor  
Department of Commerce & Business Studies  
P.K. University, Shivpuri M.P

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### Abstract

*The motivation behind this paper is to give an orderly survey of exploration on electronic showcasing. This writing survey will give a store of earlier exploration foci and philosophy associated with the investigations of E-Promoting, considering the investigation, examination, and clear clarification of the many examination subjects and procedures used in E-Showcasing distributed papers somewhere in the range of 2015 and 2020. old tasks This article plans to add to the collection of current data in the field of E-Promoting by gathering a total chronicle of earlier sets in the subject free from 2015 to 2020. Combine on Utilizing the Hanson Web promoting system as an aide, this study takes on a three-stage procedure to purposefully research, request, and survey the distributed writing in the field of e-showcasing. Results Electronic commerce, electronic marketplaces, electronic stages, and mobile marketing are just some of the many topics that have been the focus of previous research. Several knowledge gaps have been identified in the field, most notably concerning the adoption and effectiveness of E-Marketing by SMBs. To fill these gaps and deepen our understanding of the topic, further study on the correlation between small business success and the use of E-Marketing is required. Considering the results, the inventor firmly suggests employing a triangulation technique while performing future study in the domain of e-marketing. Ideas The review will be of vital assistance to organization proprietors, technique producers, specialists, scientists, and teachers since it gives a clearer point of view and top to*

*bottom data for every one of the issues connected with the subject of E-Promoting. This exploration will add to the collection of information about e-showcasing by leading a study and precise survey of the current writing on the subject. Analysts and scholastics in the field of e-advertising can utilize this audit to shape their viewpoints on the most proficient method to go with future examination undertakings and strategies that will add to the developing group of information in the field.*

**Keywords:** - digital marketing strategies, e-commerce sector, SMEs, e-business.

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## 1. INTRODUCTION

Promotion of goods and services through the use of computers, mobile phones, personal digital assistants, and other digital devices is known as digital marketing. " Marketers' interactions with consumers have evolved as a result of the widespread adoption of digital media. Since a sizable percentage of consumers throughout the world now possess and regularly use computers and/or mobile devices, digital marketing budgets have skyrocketed in recent years. As a result of marketers' early recognition of the correspondences advantages of interpersonal organizations like Facebook, YouTube, Twitter, Instagram, Snapchat, Pinterest, and LinkedIn, spending on global informal community advertising increased by \$51.3 billion, or 55.4%, in 2017. Spending on digital advertising is expected to increase by 17.7 percent in 2018, reaching \$273 billion (or 44 percent of the \$629 billion in total advertising expenditures worldwide). MAGNA Overall reports that versatile promoting spending became by 39% in 2017 and is projected to develop by another 27% in 2018 to represent 55% of all computerized publicizing spending. The developing centralization of publicizing dollars on computerized showcasing is solid proof of the medium's adequacy in arriving at target advertises and achieving improvement objectives.

In spite of the notable benefits of computerized promoting, little is perceived about it by little firms on the grounds that a significant piece of the writing regarding the matter zeroed in on enormous associations and affiliations. While entrepreneurs "create, change, and develop their showcasing

development insight through virtual amusement use," enormous organizations are supposed to have dynamic sites and can stand to have outside specialists handle site design improvement activities and electronic diversion promoting firms run web-based amusement crusades. A majority of small firms in the United States lack a website, perhaps due to financial constraints, despite the fact that both academic and practitioner literature assume that organizations outsource at least some of their digital marketing obligations. How much money is dedicated to marketing in the digital age? That all relies on the projected returns. Because there are fewer channels available to reach out to potential consumers and spur growth in sales, small companies would do well to adopt and implement a digital marketing strategy. As a result, the gap in productivity between large and small businesses would shrink. Small organizations, in contrast with major enterprises, have various digital impressions and rates of technology reception, requiring in-depth focus on how they utilize digital marketing. Other factors may also account for why some small businesses embrace new technologies while others resist them. Prior research examines the factors that drive businesses to adopt new technologies. Consumers' readiness to absorb technology is explained by the technology acceptance model (Cap), which is based on the Cap model. Studies on the association's ability to detect and respond to "technological advantage" and the proactive reception of practical, inter-firm technologies like radio frequency identification (RFID), worldwide positioning systems (GPS), and other production network technologies have shown that the Hat has been applied to businesses. A number of factors have been identified as drivers of technology adoption at the company level, including IT readiness and the ability of one organization to force another. Receptivity to technology is influenced by a simpler set of factors in the setting of small firms, including technical challenges, risk, and resource needs.

## 2. LITERATURE REVIEW

Tolstoy, D., Melen H., and N. Zbek (2023). Cross-border e-commerce provides a potential shortcut for SMEs to enter new international markets. In this essay, we analyse how an efficient market structure affects the worldwide success of SMEs engaged in international e-commerce. We argue, using effectuation theory, that companies may increase demand in global marketplaces by creating novel online forms of involvement and communication with customers. We analyse the

international growth of 99 Swedish e-commerce SMEs and find that successful market development has a significant impact on their overall performance. We also find that familiarity with overseas markets, as evidenced by global networking and international marketing research, is what makes this impact feasible. Help us advance these ideas around the topic of digitalization and globalization.

A recent report by Zain, Z. M., Jusoh, A. A., Munir, R. I. S., and Putit. Business-to-business (B2B) or business-to-business (B2C) e-commerce, sometimes called m-commerce, has fundamentally evolved over the past few decades. The objective of this study is to empirically investigate the variables that influence e-commerce adoption by small and medium-sized enterprises (SMEs) in the business services sector of a rapidly developing country. Six hypotheses on hierarchical, technical, and environmental aspects of e-commerce reception were investigated in this review. A sum of 110 responses were acquired utilizing a judgmental testing technique utilizing an online questionnaire-based survey. To test the review's hypotheses, SmartPLS 3.0 (Fractional Least Square) underlying equation modeling factual software was used. Following underlying model investigation, it was discovered that perceived relative advantage, perceived similarity, knowledge and experience in e-commerce, external change agents, and competitive pressure significantly affected the SMEs respondents' reception of e-commerce. The review indicated that perceived relative advantage — the degree to which managers of small and medium-sized businesses recognize the potential benefit of e-commerce — was the main variable driving e-commerce reception among SMEs in Selangor. The review's decision is that SMEs need more data about the advantages of technology and guidance to help them progress from customary organization to online commerce.

Sack, A., Chen, C. L., Chen, W. H., and Lin, Y. C. (2023). Threats to the survival of small and medium-sized enterprises (SMEs) are ever-present during global pandemic crises such as the Covid (Coronavirus). This research aims to better understand how small and medium-sized firms in Taiwan select an appropriate cross-border e-commerce platform. The discoveries are characterized as little and medium-sized organizations and microenterprises ought to be considered while choosing cross-line internet business, in view of a writing survey and an assessment of

optional data among the 10 taking part organizations through interviews in various districts and business areas in Taiwan. Five little, medium, and miniature measured undertakings, five global web-based business organizations, and the affiliation's top of the food chain partook in the review-based research we led. More or less, the examination spends a ton of consideration on the monetary, social, mechanical, and legitimate highlights of particular affiliations, and it guarantees that these characteristics influence a wide assortment of options for the greatest cross-line web-based business stage. The case focus approach was used to check the thought of miniature and private ventures associated with cross-line internet business project advising. There is an extensive variety of capability across the five kinds of organizations assessed, which are right here: item improvement, promoting improvement, worldwide potential, information-based improvement, and global fire up. The outcomes showed that the decision of cross-line web-based business stages will be impacted by the limits of individual organizations. Little and medium-sized undertakings (SMEs) put specific accentuation on showcasing, valuing, statistical surveying, organization culture, client support, installments, planned activities, affirmations, charge assortment, etc. This exploration gives little and medium-sized associations and minuscule ventures practice while picking a cross-line web-based business stage, ignoring hypothetical repercussions, and it makes suggestions for future examination.

V. Tiwari (2023). Because of the nation's expanding internet and digital technology adoption rates, MSMEs are using a variety of digital marketing methods to increase their client base, strengthen their market position, and drive business expansion. In order to acquire information from a sample of MSMEs functioning in diverse Indian industries, the research will adopt a mixed-methods approach that combines surveys, interviews, and case studies. The results of this research will shed light on how MSMEs in India may benefit from digital marketing in order to stay afloat and thrive.

Aziz, W. A. As of this coming October, 2022. The rise of international e-commerce is a key worldwide trend that has been hastened by recent monetary policy tightening, changes in consumer behaviour, and improvements in transportation and technology. This research looks at the various factors that affect the growth of multinational e-commerce businesses with less than 500 employees. In this study, we extend the frontier perspective and market orientation literature by

developing a research model and testing it using linear regression and mediation research on a representative sample of 42 small and medium-sized enterprises (SMEs) located in various parts of the MENA (Middle East and North Africa) region that engage in international sales via the internet. This research shows that while digital marketing knowledge is crucial for success in this industry, it is not enough to guarantee a company would outperform its rivals. Marketing ambidexterity, characterized by strategies that are both market-driven and market-driving, is essential, as demonstrated by the review's decisions, for making the most of digital marketing capabilities.

### **2.1. Research objective**

The main goals of this research are to analyse and evaluate the various methods employed by e-marketing researchers, and to have a firm grasp on the many research foci associated with e-marketing studies published between 2015 and 2020. Therefore, the goals of this analysis will be discussed next: -

- To provide a central location for the results of prior e-marketing research studies
- To examine and assess the many methods that have been employed in this field.
- To represent and explain the best systems for future examinations in the field of e-promoting research.
- To provide a library of e-marketing research that has come before it.

### **3. RESEARCH METHODOLOGY**

Research on e-marketing is challenging to accomplish for a variety of reasons, including: -

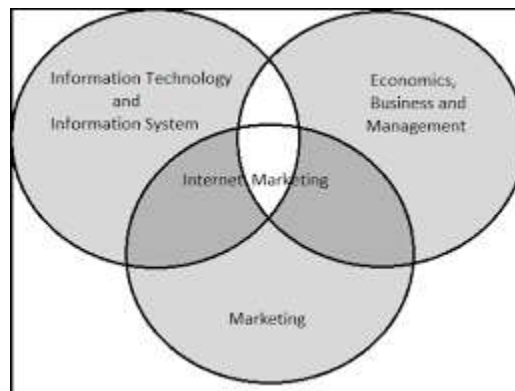
- The basics of E-Promoting as an idea. E-promoting is frequently misjudged by scholastics and industry experts the same, who frequently conflate it with terms like "Web advertising," "online business," and "e-business," which don't have anything to do with e-showcasing. Web advertising (IM) is characterized as "the utilization of the Web to accomplish promoting goals and support showcasing exercises". The phrase "e-commerce" refers to the buying and selling of goods and information through the World Wide Web. According

to Strauss and Ice, e-commerce encompasses not just online buying and selling but also digital value creation, new distribution route middlemen, and virtual markets and stores. Even more so, E-Business stands apart from E-commerce, Internet marketing, and E-Marketing in important ways.

- Numerous studies on e-marketing are published and distributed widely.

There are three types of publications that may contain Internet advertising papers:

- Advertising logs.
- Journals focusing on business, management, and economics.
- Information Systems (IS) and Information Technology (IT) Logs (Figure 1).



**Figure 1: The Internet Marketing (IM) Strategy Model of Hanson**

Considering Hanson’s Web promoting structure, the creator presumes that it is fitting to involve a similar system and strategy in the ongoing concentration, thinking that Web Showcasing isn't only one of the fundamental parts of E-Promoting yet in addition has similar qualities.

❖ **Sample and Procedures**

The author conducted a comprehensive literature study in three phases. The creator's initial step in the primary stage was to discover the vital databases that may be deemed viable distributing outlets in the domain of E-Marketing. The accompanying web databases were evaluated for their size,

level of comprehensiveness, and collections of reviewed management diaries in order to compile a thorough catalogue of the E-Marketing literature: -

Emerald (MCB) Database;

- ABI/Inform database,
- Science Direct (Elsevier) database,
- ProQuest Direct database, EBSCO Electronic Database,
- the University of Bradford catalogue.

In view of this, a writing search was finished to break down the different survey spaces and techniques used in the writing on E-Showcasing overall and E-Promoting in Private venture Undertakings (SBEs) explicitly. Email advertising, SMS showcasing, and versatile promoting were among the many terms used to portray electronic showcasing (E-Showcasing), web advertising (I-M), intranet promoting (E-M), extranet promoting (X-M), e-business (E-Business), online business (E-Comm), the electronic commercial center (E-Commercial center), and e-advertising (E-Advertising).

Notwithstanding the new brilliant ascent of e-showcasing research, apparently scholarly investigations of e-promoting and web advertising originally arose in the last part of the 1980s. Before White (1997), Samiee (1998), Wientzen (2000), Watchman (2001, etc, there is crafted by Malone, Yates, and Benjamin (1987 and 1989). The scholarly time span covers the years 2015 through June of 2020 as an initial move towards gathering a total chronicle of works in the field of e-showcasing from 1993 through 2020.

Stage three included finding the significant examination studies. The inquiry revealed a huge measure of data, including a sum of 365 examinations in light of 89 journals. To research the exploration foci, systems, and techniques utilized in contemporary E-Promoting research, the maker initially wanted to build a delegate un-probability test from the writing (because of the restricted time and exertion assets).

### **3.1. Classification Method**



Each of the 365 publications was dissected for its methodology and major themes. The articles were then filed according to the following rubrics: research field, technique, research strategy, research method, market research Type of assessment (empirical or non-experimental), sample size, number of entries, and publication year.

## 4. RESULTS

### 4.1. Topical Breakdown of Published Research

The distributions in the field of e-showcasing from 2015 to 2020 tended to the accompanying review regions: Table 1 shows a total portrayal of the different examination regions, including e-business, e-commercial center, internet business, e-stages, ICT acknowledgment, web promoting, online trust, business-to-business (b2b), execution assessment, web, electronic promoting, email creation, e-status, e-connections, e-security, e-administration, e-store network the board, web variety, versatile promoting, and others.

According to table 2, with a total of 92 articles and a share of 25.2% of all articles, electronic commerce was the most popular research topic from 2015 to 2020. The next category is Internet marketing, which accounts for 14.5% of all articles, followed by Mobile marketing, which accounts for 10.6% of all articles, Business-to-business (B2B) marketing, which accounts for 5.2% of all articles, and electronic marketing, which accounts for 3.3% of all articles.

**Table 1:** Distribution of published studies by research field

Research Area	Number of studies	%
E-business	70	3.3 %
E-marketplace	43	1 %
ICT adoption	40	1.9 %
Electronic platforms	23	2.4 %
Electronic Commerce	62	25.2 %
Internet marketing	13	2.4 %
E-supply chain management	23	5.2%

Business To Business	4	0.8 %
E-security	7	1 %
The Web	15	3.1 %
Electronic Marketing	54	16.7%
E-mail Making	37	10.6 %
E-readiness	73	0.8 %
E-relationships	44	3.1 %
Performance evaluation	34	2.4 %
E-service	9	1.9 %
On-line trust	66	1.6 %
Internet adaptation	23	14.5 %
Mobile marketing	55	0.8 %
Other research areas	29	1.3 %
Total	724	100 %

The vitally three audit fields tended to by scholastics and industry experts in the field of electronic promoting are electronic trade, electronic business, and web showcasing. By analyzing the course of papers by year of circulation, it is seen that:

- ❖ The majority of articles about e-commerce were published in 2009, accounting for 25% of all articles, followed by 2015, which accounted for 22% of all articles. It is also noted that from 2015 to 2008, the number of publications published tended to decline noticeably, which reflects a decline in scholars' interest in the study of electronic commerce during this time. In addition, since 2009, the quantity of publications published has generally increased.
- ❖ The majority of E-Business articles were published in 2020, accounting for 26% of all articles, followed by 2009 and 2004 with percentages of 23% and 16%, respectively, of all articles.

- ❖ There isn't much of a difference between most of the years examined (with the exception of year 2008), even though the majority of Internet marketing articles were published in 2009.
- ❖ In general, it is seen that between 2015 and 2008, the volume of publications published in the three study categories tended to decline noticeably. It may not just indicate a decline in that frame of mind in certain research points yet additionally an increase in interest in some other research areas during the same time period? The creator examined the conveyance of papers that researched E-Marketing from 2015 to 2020 to see assuming researchers have diverted their attention to this point.

The results of this analysis (as shown in Table 2) show:

- In 2009, 34% of all articles were published, with most of those pieces being about e-marketing.
- Over the beyond eight years, there has been a ton of steadiness in the field of e-marketing research.
- Researchers are not becoming more interested in researching E-Marketing (all E-Marketing activities, not only one of them, for example, Internet Marketing, etc.), despite the huge role it plays in performing marketing operations.

**Table 2:** Electronic Commerce, Electronic Business, and Internet Marketing articles from 2015 to 2020.

Year	E-Commerce		E-Business		Internet Marketing		%
	Number	%	Number	%	Number	%	
2013	12	8 %	10	26 %	2	23 %	7 %
2014	7	25 %	7	8 %	4	26 %	19 %
2015	2	13 %	2	23 %	8	10 %	7 %
2016	6	1 %	1	10 %	9	16 %	11 %
2017	14	5 %	9	26 %	12	8 %	28 %

2018	6	14 %	11	23 %	5	5 %	13 %
2019	27	22 %	6	16 %	10	23 %	1 %
2020	3	5 %	13	5 %	3	26 %	14 %
<b>Total</b>	77	100%	59	100%	207	100%	100%

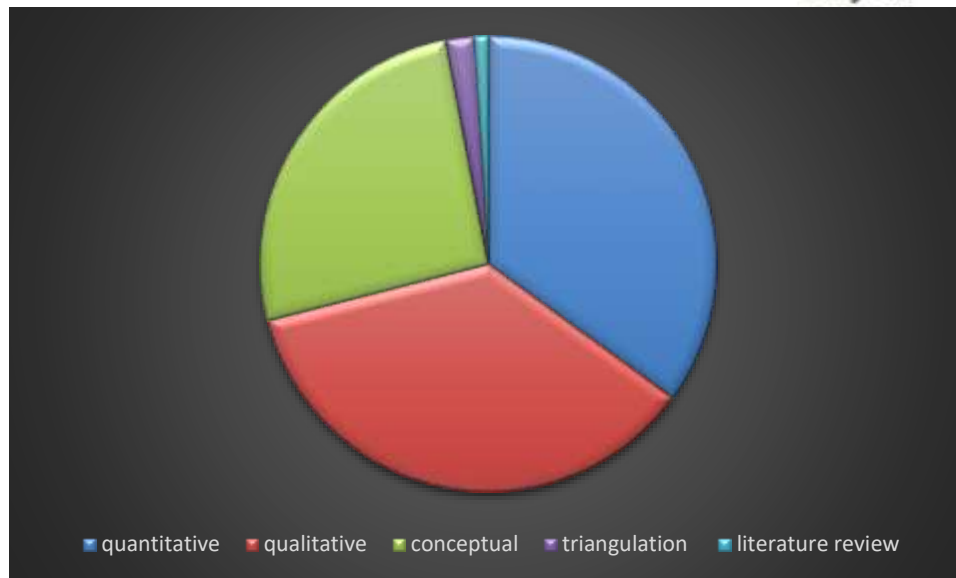
**Table 3:** Research papers on E-Marketing published between 2015 and 2020

Year	Electronic Marketing	
	Number of articles	%
2013	2	0 %
2014	3	8 %
2015	1	17 %
2016	1	25 %
2017	0	0 %
2018	5	8 %
2019	0	34 %
2020	1	8 %
Total	13	100%

#### 4.2. Publication Methodologies Dissemination:

From 2015 to 2020, most of studies in the field of e-marketing relied on quantitative and qualitative approaches, as per an investigation of the literature. Researchers relied on qualitative approaches in 36% of all studies and on quantitative methodologies in 35% of all studies in this regard. Be that as it may, then again, as seen in figure 2:

- 2% of researchers used a triangulation process;
- 1% of researchers did literature reviews;
- 26% of researches were conceptual;

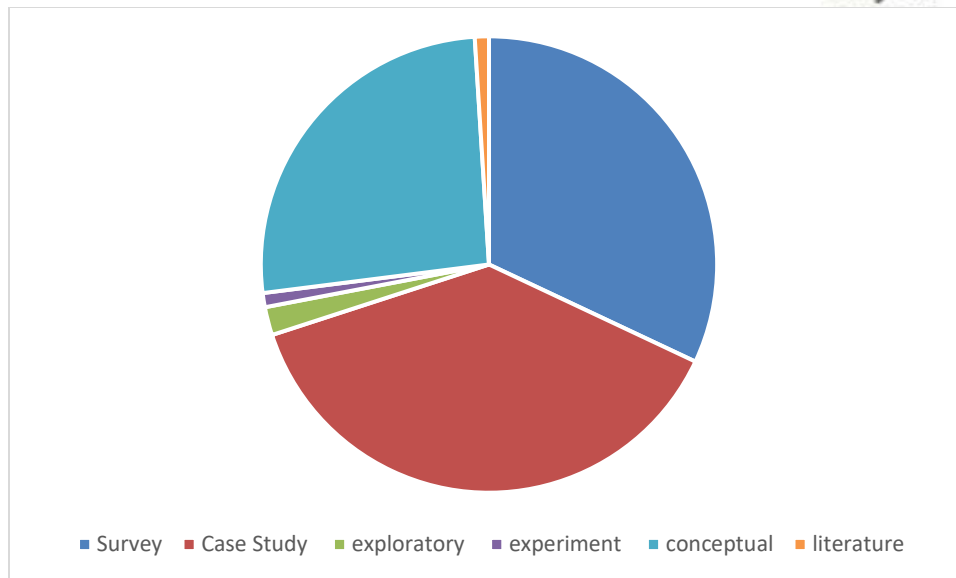


**Figure 2: Research techniques applied in E-Marketing research from 2008 - 2020**

Figure 3 offers a clear overview of the procedures employed by previous researchers in the field, making it a valuable resource for researchers looking for a suitable approach in the subject of e-marketing.

#### **4.3. Publication Research Methods Distribution:**

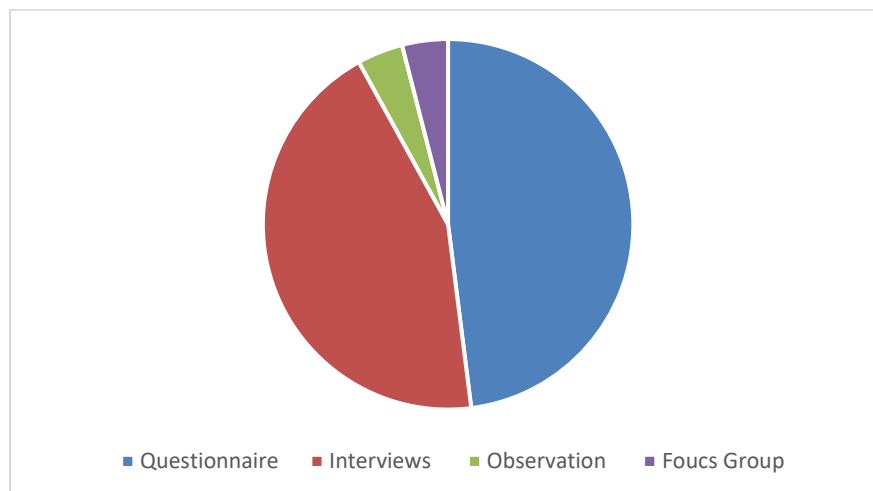
The majority of researchers rely on case study strategies, accounting for 38% of all research and 42% of all empirical studies, according to an analysis of research strategies used by researchers in the field. e-marketing from 2015 to 2020. However, just 1% of the researchers used the Experiment approach, 2% used the Exploratory strategy, and 32% used the Survey strategy (which accounted for 40% of the empirical studies) (see figure 3).



**Figure 3: Methods used in E-Marketing studies between 2008 and 2020**

#### 4.4. Publication Research Methods Distribution

When examining the research methodologies used by researchers in the field of e-marketing between 2015 and 2020, it was shown that 48% of all studies used questionnaires as their primary data collection tool. However, 4% of the researchers employed observation and focus groups, compared to 44% of the researchers who used interviews (as illustrated in figure 4).



**Figure 4: Methods used in E-Marketing studies between 2008 and 2020**

#### 4.5 The Scattered Dispersion of Publication Dates

Table 5 shows the conveyance of the distributions published between 2004 and 2011. That's what the table shows, between 2004 and 2009, the research yield in electronic marketing emphatically fell. While 51 articles were published in 2004, representing 14% of all studies conducted during the period covered by the literature, the number of articles investigating the field of e-marketing started to fundamentally decline over the course of the next five years, scoring 13% in 2005, 6% in 2006, 6% in 2007, 7% in 2008, and 1% in 2009. This demonstrates a declining interest in researching Electronic Marketing among academics and industry professionals over the course of this time frame.

Then, in 2020 (a sum of 117 studies, representing 32% of the overall number of studies) and 2011 (a sum of 62 studies, representing 18% of the complete number of studies), the research yield in electronic marketing starts to develop emphatically).

**Table 5:** Electronic marketing papers 2004–2011

N	Year	Number of papers published	%
1	2004	50	13 %
2	2005	40	6 %
3	2006	20	32 %
4	2007	10	1 %
5	2008	50	9 %
6	2009	70	14 %
7	2020	60	18 %
8	2011	20	7 %
Total		320	100 %

## 5. CONCLUSION

A thorough analysis of the literature in the subject of e-marketing from 2015 to June 2020 was offered in this study, along with a methodical classification of the review's findings. Reviewing the literature on e-marketing reveals that there were only a very small number of studies done between 2015 and 2020 by academics and industry professionals. The overall young people of electronic showcasing might be utilized to help this. This shows that E-Promoting is as yet a moderately new field for scholastics and professionals, and it likewise gives cause to expect that there will be more exploration regarding the matter sooner rather than later. There were 365 examinations altogether, 73% of which were exact exploration, and 27% of the distributions. It was additionally noticed that the examination activity yield in e-advertising had unquestionably diminished somewhere in the range of 2015 and 2008, the years covered by the writing. Research topics include e-commerce, e-commerce hubs, e-commerce, e-platforms, ICT acquisition, web promotion, online trust, business to business (B2B), performance evaluation (B2B), Web, electronic. advertising, creating electronic connection emails (electronic preparation), electronic security (electronic availability), electronic creation networks the board web variety (m-preparation), and versatile showcasing. The fundamental audit point in this space that was concentrated by analysts was electronic trade, trailed by electronic business and web promoting. Assessment of the articles' items uncovers that they cover the accompanying subjects of study. In any case, most of the writing's papers were distributed in the Journal of Private company and Venture Improvement (27 articles), representing 7.4% of all exploration directed inside the time span covered by the writing. The other six essential distributions were the Journals of Electronic Trade Exploration, Web Showcasing and Promoting, Web Advertising, Intelligent Advertising, and Business-to-Business Advertising.

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