

Assistance for east waringin SMEs go digital

Rita Kusumawati

Universitas Muhammadiyah Yogyakarta, Jl. Brawijaya, Geblagan, Tamantirto, Kasihan, Bantul, Yogyakarta, 55183, Indonesia
kusumawatirita@yahoo.com

ABSTRACT

The purpose of this PPM KKN service program is to assist partners in this case 3 MSMEs in the East Waringin area, namely Bakinang coffee shop, Norbisa MSME, Ilinda MSME. The three MSMEs experienced almost the same problems, namely the limited area of product marketing, not yet utilizing digital marketing to promote and market their products. Moreover, the impact of the COVID-19 that hit, caused the demand for products from the three MSMEs to decrease drastically. In addition, business financial records have not been properly administered. To overcome these problems, this program uses the following methods: training, counseling, and mentoring. Activities carried out to overcome these MSME problems include: redesigning product labels, making product catalogs, product packaging, promoting and selling products through digital marketing and marketplaces as well as conducting financial administration training. The results of this service program are: MSMEs have promotion and sales accounts on Instagram, have sales accounts on the Shopee marketplace, more attractive product packaging, and have a product catalog.

KEYWORDS

Go digital;
MSMEs;
East Waringin



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

1. Introduction

MSMEs are an economic activity or activity that drives Indonesia's development, such as the manufacturing industry, agribusiness, agriculture, and human resources. In a sense, it indicates that MSMEs mean the recovery of the Indonesian economy through the development of the trade sector for community empowerment programs that need work. In its development, MSMEs have spread to cover all regions in Indonesia with various types of businesses that develop cultural aspects of their respective regions. MSMEs have been studied by previous researchers. Determinants of financial literacy: empirical evidence from micro and small enterprises in India researched by Anshika [1]. Knowledge transfer and innovation performance of small and medium enterprises (SMEs): Analysis of the informal economy researched by Ibidunni [2]. A study of the factors driving the capital structure decisions of small and medium enterprises (SMEs) in India was investigated by Rao [3]. The prototype method and constraints for small-medium enterprises in East Africa were investigated by Chou [4]. The driving and inhibiting factors of innovation in micro and small enterprises were investigated by Clauno [5].

A survey study on the readiness level of industry 4.0 of Italian small and medium enterprises was investigated by Tortora [6]. The influence of Entrepreneurial competence mediation on the relationship between bank finance and the performance of micro, small and medium enterprises (MSMEs) was investigated by Esubalew [7]. The effect of firms and industries on the performance of small, medium and large firms was investigated by Fernández [8]. The export and subcontracting decisions of Vietnamese small and medium enterprises were investigated by Co [9]. From SME networks to collaborative management is researched by Villa [10]. Business model innovation and firm performance: Exploring causal mechanisms in SMEs researched by Latifi [11]. The contribution of small and medium enterprises to economic development and quality of life in Turkey was investigated by Erdin [12]. Unfinished business: zombie enterprise among SMEs in the lost decade in Japan researched by Goto [13]. The impact of e-commerce on the success of the microenterprise retail sector in the Pinhal Interior Norte sub-region in Portugal was investigated by Carvalho [14]. Temptation to collaborate: A resource-based choice

experiment to explain strategies for creating, buying, or uniting SMEs was researched by van Rijnsoever [15].

Service-oriented architectural design for small and medium-sized businesses with infrastructure and cost optimization. investigated by Rojas [16]. The impact of the COVID-19 pandemic on micro, small and medium enterprises operating in Pakistan was investigated by Shafi [17]. Impact of alignment between social media and business process on SME business process performance: a conceptual model researched by Annisa [18]. How are African SMEs responding to climate risks? evidence from Kenya and Senegal was examined by Crick [19]. Using knowledge management systems: taxonomy of SME strategies was investigated by Cerchione [20]. Does alternative financing moderate bank fragility? Evidence from the euro area was examined by Mamatzakis [21]. Collaborative dissertation based on the needs of MSME human resources to increase competitiveness and overcome disruption was studied by Vedhathiri [22]. An advanced animal supply chain trace conceptual framework: an internet of things approach researched by Addo-Tenkorang [23]. Lean implementation in manufacturing SMEs in Saudi Arabia: aspects of organizational culture researched by Alkhorif [24]. Implementation of lean philosophy in SMEs – study results researched by Antosz [25].

East Kotawaringin Regency is a district located in central Kalimantan province with its capital city, Sampit. The city of Sampit is known as the city of Mentaya with a distinctive icon, namely jelawat fish. This jelawat fish is one of the production raw materials needed by MSMEs engaged in the production of souvenirs. In the city of Sampit itself there are approximately 10,000 MSMEs spread across several sub-districts. However, behind the large number of MSMEs in Sampit city, there are the same problems, namely problems in product marketing. Most of the products produced are only marketed through the help of talks between neighbors or they are deposited at the central gift shop. The lack of understanding of the use of technology and social media in product marketing is a factor in this problem. Marketing has been studied by several previous researchers. The study of important marketing problems was investigated by Stremersch [26]. Proper evaluation of marketing stimuli with neuroscience. Electroencephalography experiments were studied by González-Morales [27]. The market structure and performance of watermelon (*Citrullus lanatus*) in Benin was investigated by Chogou [28]. Introducing medroxyprogesterone acetate depot subcutaneous injectable contraceptives through social marketing: lessons learned from the Nigerian private sector researched by Liu [29]. Applying fuzzy logic to sentiment analysis of social media network data in marketing is researched by Howells [30].

Agar (*Aquilaria agallocha* Roxb.) based small business in Bangladesh: management, production, marketing and role in socio-economic development researched by Ador [31]. An evaluation of a multimedia marketing campaign to involve African-American patients in glaucoma screening was studied by Kikut [32]. How sales managers can use salespeople's perceived attributes to monitor and motivate salespeople during relational marketing is investigated by Echchakoui [33]. Research trends on big data in marketing: literature analysis based on text mining and topic modeling researched by Amado [34]. Disruptive innovation in a low-income context: challenges and cutting-edge national research in marketing researched by Nogami [35]. The application of online marketing tools in marketing communications of entities with tourism offerings in 2020 in Slovakia was investigated by Adová [36]. Investigation of artificial intelligence techniques in finance and marketing was researched by Tiwari [37]. Business intelligence for designing restaurant marketing strategies is researched by Halim [38]. The transition from first-generation to second-generation biosimilars: an assessment of regulatory and post-marketing challenges investigated by Blandizzi [39]. The importance of email marketing in e-commerce is researched by Hudák [40].

The technological innovation of intelligent marketing of agricultural products in the big data era is researched by Liu [41]. Evaluation of the integrated marketing communication strategy used for fruits; the vegetable campaign in California and Virginia was researched by Englund [42]. Online marketing: when to offer refunds for continued sales was researched by Wu [43]. EU decision-making to authorize

the marketing of advanced therapeutic drug products: a case study researched by de Wilde [44]. An analytical study to identify and determine the frequency of use of sales and marketing strategies for 5-star hotels in the Antalya region was investigated by Oktay [45]. Spillover effects of direct competition between marketing cooperatives and private intermediaries: Evidence from the Thai rice value chain was examined by Kumse [46]. The transition to a tourism innovation model: smart tourist destinations researched by Sigalat-Signes [47]. Strong ties versus weak ties in word-of-mouth marketing were investigated by Hu [48]. The clinical safety and efficacy of “biosimilar filgrastim 2” in Japanese patients in a post-marketing surveillance study was investigated by Tamura [49]. What should be the dependent variable in a marketing-related event study was investigated by Skiera [50]. Coupled with the ongoing global COVID-19 pandemic, which has an impact on all sectors of life, including tourism, medical, and the economy, this has resulted in MSME entrepreneurs experiencing a significant impact. Restrictions on activities outside the home implemented by the government in several large cities, including in Sampit city due to the COVID-19 pandemic, have made the market quiet and stopped stocking products.

The problems found in the Norbisa MSME were that sales were blocked due to COVID-19 which resulted in a decrease in product demand outside the region and even the province, had not done marketing through social media and online shops and the recording of sales results was only written manually. Norbisa SMEs only do marketing by entrusting them to gift shops. The products offered by the Norbisa MSME are processed products from jelawat fish, spinach, moringa leaves, dragon fruit and Dayak onions. This is also what our group found in Ilinda MSMEs who have not done marketing through the online shop, recording income and expenses is still manual and the products produced are only deposited in supermarkets or gift shops. The products produced by MSME Irlinda are bitter melon chips, banana chips, candied mirrors and pineapple juice drinks. For MSMEs, the Bapinang coffee shop offers products. deposited at the gift shop. The lack of understanding of the use of technology and social media in product marketing is a factor in this problem. Coupled with the ongoing global COVID-19 pandemic, which has an impact on all sectors of life, including tourism, medical, and the economy, this has resulted in MSME entrepreneurs experiencing a significant impact. Restrictions on activities outside the home implemented by the government in several large cities, including in Sampit city due to the COVID-19 pandemic, have made the market quiet and stopped stocking products.

As a result of this COVID-19, the sales of all MSMEs have decreased slightly, not many people know about the shop, have not done marketing through the online shop and only promoted word of mouth. Coffee powder packaging products that are ready to be brewed are only deposited at the gift shop and the sales results are only written down manually. It is from this background of problems that prompted us to contribute to choosing a work program, namely assisting MSMEs in terms of product marketing strategies, increasing entrepreneur skills related to digital marketing, and implementing digital administration.

2. Method

In implementing the program, the methods used are as follows:

2.1. Training and Counseling

Training and Counseling is carried out to provide understanding and skills to MSME owners. Types of training or extension include training in marketing through social media, marketing through online shops, training in financial administration.

2.2. Assistance for MSMEs

Assistance for MSMEs in improving marketing strategies through social media, advertising, increasing soft skills of entrepreneurs, applying bookkeeping in manual recording to digital and improving MSME marketing communications which will be implemented starting on August 3, 2020. Social media

marketing is a promotional media used as a marketing tool interactive media used to create awareness, recognition and even action. Which will have an impact on increasing sales.

3. Results and Discussion

3.1. Marketing training through social media

Social media marketing shown in Fig. 1 is a promotional media that is used as an interactive marketing tool that is used to create awareness, recognition and even actions that will have an impact on increasing sales when consumers visit the site that is being offered. The picture shows that one of the goals of effective marketing is to introduce the existence of a product to be top of mind and become the choice of consumers to buy the products offered. The success of the social media marketing concept being implemented is able to make it a promotional medium, even social media can be used as an interactive marketing tool, service and build relationships with customers and prospective customers can realize this activity the IT 148 KKN group conducts learning related to marketing through social media such as Facebook. and Instagram on the Norbisa SMEs, the Kampung Bapinang coffee shop SMEs and Ilinda SMEs. This is done so that MSMEs can introduce their products to the wider community. The result of this study is that MSMEs already have special accounts for MSMEs on Facebook and Instagram.



Fig. 1. Online marketing training

3.2. Marketing Training and Assistance Through Online Shop

In the current era, online shopping or online shopping has become a trend in Indonesia and even the world. Through online shopping, consumers can find the goods they want more easily, namely by accessing buying and selling sites on smartphones or laptops that are already connected to the internet network. With this online buying and selling site, consumers can easily access it anywhere and anytime. Online shopping provides an attractive service that allows consumers to browse, select, order and pay with just a few clicks. By doing promotions through this online buying and selling site, it will provide benefits for online buying site owners because they do not need to spend a lot of money, the process is quite long and can be seen by anyone who accesses it. To be able to realize this activity, the IT 148 KKN group conducts learning related to marketing through an online shop using the Shope application shown in Fig. 2. The picture shows that by doing this learning, MSMEs can promote their products to the general public. The result of this learning is that MSMEs already have Shope accounts for MSMEs.



Fig. 2. Digital Marketing Assistance

3.3. Digital Financial Administration Training

Digital administrative recording is a technology-based recording process that includes recording expenses, income, accounts payable and other sales transactions. Technology-based recording will help and make it easier for MSMEs to record so that it becomes faster and more efficient. In this digital era, technology has become a business need, including even small businesses. To be able to realize this activity, the IT 148 KKN group conducted learning related to digital administrative records through the BukuKas application. This is done to make it easier for MSMEs to record so that they are safe and can be accessed anytime and anywhere. The result of this study is that MSMEs already have a personal BukuKas account so they can access their business administration records.

3.4. Making SME Product Photos

This product photo is done so that the products that have been produced by MSMEs can increase consumer buying interest when promotions are carried out on social media and online shops. This activity begins with determining the concept of product photos such as photo studios, lighting and additional properties. After the product photos have been completed, the group discusses the concept of a feed that will be used during promotions on social media as shown in Fig. 3. The image shows that the results of this product photo are MSMEs already have product catalogs on Facebook, Instagram and Shoppe.



Fig. 3. Making SME Product Photos

3.5. Packaging Innovation and Improvement

This activity is carried out by discussing with MSMEs about choosing good packaging so that the products to be marketed will become added value to the wider community is shown in Fig. 4. The Fig. 4 shows that the selection of product packaging has been considered by the KKN and MSME groups by looking at the quality, materials, prices and packaging safety when marketed. The result of this packing innovation is that MSMEs know about product packaging to make it more attractive so that it adds selling value to its products by looking at various aspects.



Fig. 4. Product packaging process

4. Conclusion

The conclusion of this PPM KKN service program is the awareness of partners to optimize business promotion activities. The availability of digital-based promotional media, namely promotional media on Instagram and the Shopee marketplace. The formation of partner skills in digitally recording financial administration.

Acknowledgment

Special thanks to the internal funder for community service from the Universitas Muhammadiyah Yogyakarta.

Author Contribution

The author contributes to community service activities with assistance to MSMEs in improving marketing strategies through social media, advertising, improving entrepreneurial soft skills, implementing bookkeeping in manual to digital recording and improving MSME marketing communications which will be implemented starting on August 3, 2020.

Funding

Special thanks to the internal funder for community service from the Universitas Muhammadiyah Yogyakarta.

Conflict of Interest

The authors declare no conflict of interest.

References

- [1] Anshika, A. Singla, and G. Mallik, "Determinants of financial literacy: Empirical evidence from micro and small enterprises in India," *Asia Pacific Manag. Rev.*, vol. 26, no. 4, pp. 248–255, Dec. 2021, doi: [10.1016/J.APMRV.2021.03.001](https://doi.org/10.1016/J.APMRV.2021.03.001).
- [2] A. S. Ibdunni, A. I. Kolawole, M. A. Olokundun, and M. E. Ogbari, "Knowledge transfer and innovation performance of small and medium enterprises (SMEs): An informal economy analysis," *Heliyon*, vol. 6, no. 8, p. e04740, Aug. 2020, doi: [10.1016/j.heliyon.2020.e04740](https://doi.org/10.1016/j.heliyon.2020.e04740).
- [3] P. Rao, S. Kumar, and V. Madhavan, "A study on factors driving the capital structure decisions of small and medium enterprises (SMEs) in India," *IIMB Manag. Rev.*, vol. 31, no. 1, pp. 37–50, Mar. 2019, doi: [10.1016/j.iimb.2018.08.010](https://doi.org/10.1016/j.iimb.2018.08.010).
- [4] S. Chou and J. Austin-Breneman, "Prototyping methods and constraints for small-to-medium sized enterprises in East Africa," *Dev. Eng.*, vol. 3, pp. 117–124, Jan. 2018, doi: [10.1016/J.DEVENG.2018.05.002](https://doi.org/10.1016/J.DEVENG.2018.05.002).
- [5] T. B. Claudino, S. M. dos Santos, A. C. de A. Cabral, and M. N. M. Pessoa, "Fostering and limiting factors of innovation in Micro and Small Enterprises," *RAI Rev. Adm. e Inovação*, vol. 14, no. 2, pp. 130–139, Apr. 2017, doi: [10.1016/j.rai.2017.03.007](https://doi.org/10.1016/j.rai.2017.03.007).
- [6] A. M. R. Tortora, A. Maria, D. P. Valentina, R. Iannone, and C. Pianese, "A survey study on Industry 4.0 readiness level of Italian small and medium enterprises," *Procedia Comput. Sci.*, vol. 180, pp. 744–753, Jan. 2021, doi: [10.1016/J.PROCS.2021.01.321](https://doi.org/10.1016/J.PROCS.2021.01.321).
- [7] A. A. Esubalew and A. Raghurama, "The mediating effect of entrepreneurs' competency on the relationship between Bank finance and performance of micro, small, and medium enterprises (MSMEs)," *Eur. Res. Manag. Bus. Econ.*, vol. 26, no. 2, pp. 87–95, May 2020, doi: [10.1016/j.iedeen.2020.03.001](https://doi.org/10.1016/j.iedeen.2020.03.001).
- [8] E. Fernández, S. Iglesias-Antelo, V. López-López, M. Rodríguez-Rey, and C. M. Fernandez-Jardon, "Firm and industry effects on small, medium-sized and large firms' performance," *BRQ Bus. Res. Q.*, vol. 22, no. 1, pp. 25–35, Jan. 2019, doi: [10.1016/j.brq.2018.06.005](https://doi.org/10.1016/j.brq.2018.06.005).
- [9] C. Y. Co, T. K. Nguyen, T. N. Nguyen, and Q. N. Tran, "The exporting and subcontracting decisions of Viet Nam's small- and medium-sized enterprises," *Int. Rev. Econ. Financ.*, vol. 58, pp. 449–466, Nov. 2018, doi: [10.1016/j.iref.2018.05.004](https://doi.org/10.1016/j.iref.2018.05.004).
- [10] A. Villa and T. Taurino, "From SMEs networks towards collaborative management," *Procedia Manuf.*, vol. 13, pp. 1297–1304, 2017, doi: [10.1016/j.promfg.2017.09.060](https://doi.org/10.1016/j.promfg.2017.09.060).
- [11] M.-A. Latifi, S. Nikou, and H. Bouwman, "Business model innovation and firm performance: Exploring causal mechanisms in SMEs," *Technovation*, vol. 107, p. 102274, Sep. 2021, doi: [10.1016/j.technovation.2021.102274](https://doi.org/10.1016/j.technovation.2021.102274).
- [12] C. Erdin and G. Ozkaya, "Contribution of small and medium enterprises to economic development and quality of life in Turkey," *Heliyon*, vol. 6, p. e03215, Feb. 2020, doi: [10.1016/j.heliyon.2020.e03215](https://doi.org/10.1016/j.heliyon.2020.e03215).
- [13] Y. Goto and S. Wilbur, "Unfinished business: Zombie firms among SME in Japan's lost decades," *Japan World Econ.*, vol. 49, no. September 2018, pp. 105–112, Mar. 2019, doi: [10.1016/j.japwor.2018.09.007](https://doi.org/10.1016/j.japwor.2018.09.007).
- [14] M. Carvalho and H. S. Mamede, "The impact of e-commerce on the success of microenterprise retail sector of the Pinhal Interior Norte sub-region of Portugal," *Procedia Comput. Sci.*, vol. 138, pp. 571–579, 2018, doi: [10.1016/j.procs.2018.10.077](https://doi.org/10.1016/j.procs.2018.10.077).
- [15] F. J. van Rijnsoever, S. N. Kempkes, and M. M. H. Chappin, "Seduced into collaboration: A resource-based choice experiment to explain make, buy or ally strategies of SMEs," *Technol. Forecast. Soc. Change*, vol. 120, pp. 284–297, Jul. 2017, doi: [10.1016/j.techfore.2017.03.015](https://doi.org/10.1016/j.techfore.2017.03.015).
- [16] H. Rojas, K. A. Arias, and R. Renteria, "Service-oriented architecture design for small and medium enterprises with infrastructure and cost optimization," *Procedia Comput. Sci.*, vol. 179, no. 2020, pp. 488–497, 2021, doi: [10.1016/j.procs.2021.01.032](https://doi.org/10.1016/j.procs.2021.01.032).
- [17] M. Shafi, J. Liu, and W. Ren, "Impact of COVID-19 pandemic on micro, small, and medium-sized Enterprises operating in Pakistan," *Res. Glob.*, vol. 2, p. 100018, Dec. 2020, doi: [10.1016/j.resglo.2020.100018](https://doi.org/10.1016/j.resglo.2020.100018).
- [18] L. H. Annisa and E. R. Mahendrawathi, "Impact of Alignment between Social Media and Business Processes on SMEs' Business Process Performance: A Conceptual Model," *Procedia Comput. Sci.*, vol. 161, pp. 1106–1113, Jan. 2019, doi: [10.1016/J.PROCS.2019.11.222](https://doi.org/10.1016/J.PROCS.2019.11.222).

- [19] F. Crick, S. M. S. U. Eskander, S. Fankhauser, and M. Diop, "How do African SMEs respond to climate risks? Evidence from Kenya and Senegal," *World Dev.*, vol. 108, pp. 157–168, Aug. 2018, doi: [10.1016/j.worlddev.2018.03.015](https://doi.org/10.1016/j.worlddev.2018.03.015).
- [20] R. Cerchione and E. Esposito, "Using knowledge management systems: A taxonomy of SME strategies," *Int. J. Inf. Manage.*, vol. 37, no. 1, pp. 1551–1562, Feb. 2017, doi: [10.1016/j.ijinfomgt.2016.10.007](https://doi.org/10.1016/j.ijinfomgt.2016.10.007).
- [21] E. C. Mamatzakis, S. Ongena, and M. G. Tsionas, "Does alternative finance moderate bank fragility? Evidence from the euro area," *J. Int. Financ. Mark. Institutions Money*, vol. 72, p. 101340, May 2021, doi: [10.1016/j.intfin.2021.101340](https://doi.org/10.1016/j.intfin.2021.101340).
- [22] T. Vedhathiri, "Collaborative Dissertation Based on the Human Resources Needs of MSMEs to Improve their Competitiveness and to Overcome the Disruption," *Procedia Comput. Sci.*, vol. 172, pp. 551–558, Jan. 2020, doi: [10.1016/J.PROCS.2020.05.160](https://doi.org/10.1016/J.PROCS.2020.05.160), doi: [10.1016/J.PROCS.2020.05.160](https://doi.org/10.1016/J.PROCS.2020.05.160).
- [23] R. Addo-Tenkorang, N. Gwangwava, E. N. Ogunmuyiwa, and A. U. Ude, "Advanced Animal Track-&-Trace Supply-Chain Conceptual Framework: An Internet of Things Approach," *Procedia Manuf.*, vol. 30, pp. 56–63, Jan. 2019, doi: [10.1016/J.PROMFG.2019.02.009](https://doi.org/10.1016/J.PROMFG.2019.02.009).
- [24] A. Alkhoraf and P. McLaughlin, "Lean implementation within manufacturing SMEs in Saudi Arabia: Organizational culture aspects," *J. King Saud Univ. - Eng. Sci.*, vol. 30, no. 3, pp. 232–242, Jul. 2018, doi: [10.1016/j.jksues.2018.07.001](https://doi.org/10.1016/j.jksues.2018.07.001).
- [25] K. Antosz and D. Stadnicka, "Lean Philosophy Implementation in SMEs – Study Results," *Procedia Eng.*, vol. 182, pp. 25–32, Jan. 2017, doi: [10.1016/J.PROENG.2017.03.107](https://doi.org/10.1016/J.PROENG.2017.03.107).
- [26] S. Stremersch, "The Study of Important Marketing Issues: Reflections," *Int. J. Res. Mark.*, vol. 38, no. 1, pp. 12–17, Mar. 2021, doi: [10.1016/j.ijresmar.2020.09.009](https://doi.org/10.1016/j.ijresmar.2020.09.009).
- [27] A. González-Morales, "Right evaluation of marketing stimuli with neuroscience. An electroencephalography experiment," *Comput. Hum. Behav. Reports*, vol. 2, p. 100030, Aug. 2020, doi: [10.1016/j.chbr.2020.100030](https://doi.org/10.1016/j.chbr.2020.100030).
- [28] S. K. Chogou, R. Assogba, H. Degbey, E. Abokini, and E. G. Achigan-Dako, "Market structure and performance of watermelon (*Citrullus lanatus*) in Benin," *Sci. African*, vol. 3, p. e00048, May 2019, doi: [10.1016/j.sciaf.2019.e00048](https://doi.org/10.1016/j.sciaf.2019.e00048).
- [29] J. Liu et al., "Introducing the subcutaneous depot medroxyprogesterone acetate injectable contraceptive via social marketing: lessons learned from Nigeria's private sector," *Contraception*, vol. 98, no. 5, pp. 438–448, Nov. 2018, doi: [10.1016/j.contraception.2018.07.005](https://doi.org/10.1016/j.contraception.2018.07.005).
- [30] K. Howells and A. Ertugan, "Applying fuzzy logic for sentiment analysis of social media network data in marketing," *Procedia Comput. Sci.*, vol. 120, pp. 664–670, Jan. 2017, doi: [10.1016/J.PROCS.2017.11.293](https://doi.org/10.1016/J.PROCS.2017.11.293).
- [31] M. A. H. Ador, F. Farabi, R. Ahmed, R. Khatun, and M. M. U. Haque, "Agar (*Aquilaria agallocha* Roxb.) based small-scale enterprises in Bangladesh: Management, production, marketing and role in socio-economic development," *Trees, For. People*, vol. 6, p. 100141, Dec. 2021, doi: [10.1016/j.tfp.2021.100141](https://doi.org/10.1016/j.tfp.2021.100141).
- [32] A. Kikut et al., "Evaluation of a multimedia marketing campaign to engage African American patients in glaucoma screening," *Prev. Med. Reports*, vol. 17, p. 101057, Mar. 2020, doi: [10.1016/j.pmedr.2020.101057](https://doi.org/10.1016/j.pmedr.2020.101057).
- [33] S. Echchakoui and R. Ghilal, "How sales managers can use salespeople's perceived attributes to monitor and motivate a sales force during relationship marketing," *Eur. Res. Manag. Bus. Econ.*, vol. 25, no. 2, pp. 99–104, May 2019, doi: [10.1016/j.iedeen.2019.02.001](https://doi.org/10.1016/j.iedeen.2019.02.001).
- [34] A. Amado, P. Cortez, P. Rita, and S. Moro, "Research trends on Big Data in Marketing: A text mining and topic modeling based literature analysis," *Eur. Res. Manag. Bus. Econ.*, vol. 24, no. 1, pp. 1–7, Jan. 2018, doi: [10.1016/j.iedeen.2017.06.002](https://doi.org/10.1016/j.iedeen.2017.06.002).
- [35] V. K. da C. Nogami and A. R. Veloso, "Disruptive innovation in low-income contexts: challenges and state-of-the-art national research in marketing," *RAI Rev. Adm. e Inovação*, vol. 14, no. 2, pp. 162–167, Apr. 2017, doi: [10.1016/j.rai.2017.03.005](https://doi.org/10.1016/j.rai.2017.03.005).
- [36] I. Dadová and J. Soviar, "The application of online marketing tools in marketing communication of the entities with the tourism offer in 2020 in Slovakia," *Transp. Res. Procedia*, vol. 55, pp. 1791–1799, Jan. 2021, doi: [10.1016/J.TRPRO.2021.07.170](https://doi.org/10.1016/J.TRPRO.2021.07.170).
- [37] R. Tiwari, S. Srivastava, and R. Gera, "Investigation of Artificial Intelligence Techniques in Finance and Marketing," *Procedia Comput. Sci.*, vol. 173, pp. 149–157, Jan. 2020, doi: [10.1016/J.PROCS.2020.06.019](https://doi.org/10.1016/J.PROCS.2020.06.019).

- [38] K. K. Halim, S. Halim, and Felecia, "Business Intelligence for Designing Restaurant Marketing Strategy: A Case Study," *Procedia Comput. Sci.*, vol. 161, pp. 615–622, Jan. 2019, doi: [10.1016/J.PROCS.2019.11.164](https://doi.org/10.1016/J.PROCS.2019.11.164).
- [39] C. Blandizzi, M. Galeazzi, and G. Valesini, "Transitioning from first- to second-generation biosimilars: An appraisal of regulatory and post-marketing challenges," *Pharmacol. Res.*, vol. 128, pp. 306–314, Feb. 2018, doi: [10.1016/j.phrs.2017.10.015](https://doi.org/10.1016/j.phrs.2017.10.015)
- [40] M. Hudák, E. Kianičková, and R. Madleňák, "The Importance of E-mail Marketing in E-commerce," *Procedia Eng.*, vol. 192, pp. 342–347, Jan. 2017, doi: [10.1016/J.PROENG.2017.06.059](https://doi.org/10.1016/J.PROENG.2017.06.059).
- [41] L. I. U. Xiao-Yuan, "Agricultural products intelligent marketing technology innovation in big data era," *Procedia Comput. Sci.*, vol. 183, pp. 648–654, Jan. 2021, doi: [10.1016/J.PROCS.2021.02.110](https://doi.org/10.1016/J.PROCS.2021.02.110).
- [42] T. R. Englund, V. E. Hedrick, K. J. Duffey, and V. I. Kraak, "Evaluation of integrated marketing communication strategies used for the Fruits & Veggies Campaign in California and Virginia," *Prev. Med. Reports*, vol. 18, p. 101062, Jun. 2020, doi: [10.1016/j.pmedr.2020.101062](https://doi.org/10.1016/j.pmedr.2020.101062).
- [43] M. Wu, R. H. Teunter, and S. X. Zhu, "Online marketing: When to offer a refund for advanced sales," *Int. J. Res. Mark.*, vol. 36, no. 3, pp. 471–491, Sep. 2019, doi: [10.1016/j.ijresmar.2018.11.003](https://doi.org/10.1016/j.ijresmar.2018.11.003).
- [44] S. de Wilde et al., "EU decision-making for marketing authorization of advanced therapy medicinal products: a case study," *Drug Discov. Today*, vol. 23, no. 7, pp. 1328–1333, Jul. 2018, doi: [10.1016/j.drudis.2018.03.008](https://doi.org/10.1016/j.drudis.2018.03.008).
- [45] S. Oktay, "An analytical study to identify and determine the usage frequency of sales and marketing strategies for 5 star hotels in the Antalya region," *Procedia Comput. Sci.*, vol. 120, pp. 862–870, Jan. 2017, doi: [10.1016/J.PROCS.2017.11.319](https://doi.org/10.1016/J.PROCS.2017.11.319).
- [46] K. Kumse, N. Suzuki, T. Sato, and M. Demont, "The spillover effect of direct competition between marketing cooperatives and private intermediaries: Evidence from the Thai rice value chain," *Food Policy*, vol. 101, p. 102051, May 2021, doi: [10.1016/j.foodpol.2021.102051](https://doi.org/10.1016/j.foodpol.2021.102051).
- [47] E. Sigalat-Signes, R. Calvo-Palomares, B. Roig-Merino, and I. García-Adán, "Transition towards a tourist innovation model: The smart tourism destination," *J. Innov. Knowl.*, vol. 5, no. 2, pp. 96–104, Apr. 2020, doi: [10.1016/j.jik.2019.06.002](https://doi.org/10.1016/j.jik.2019.06.002).
- [48] H. Hu, L. Wang, L. Jiang, and W. Yang, "Strong ties versus weak ties in word-of-mouth marketing," *BRQ Bus. Res. Q.*, vol. 22, no. 4, pp. 245–256, Oct. 2019, doi: [10.1016/j.brq.2018.10.004](https://doi.org/10.1016/j.brq.2018.10.004).
- [49] K. Tamura, K. Hashimoto, and K. Nishikawa, "Clinical safety and efficacy of 'filgrastim biosimilar 2' in Japanese patients in a post-marketing surveillance study," *J. Infect. Chemother.*, vol. 24, no. 5, pp. 363–369, May 2018, doi: [10.1016/j.jiac.2017.12.011](https://doi.org/10.1016/j.jiac.2017.12.011).
- [50] B. Skiera, E. Bayer, and L. Schöler, "What should be the dependent variable in marketing-related event studies?," *Int. J. Res. Mark.*, vol. 34, no. 3, pp. 641–659, Sep. 2017, doi: [10.1016/j.ijresmar.2017.01.002](https://doi.org/10.1016/j.ijresmar.2017.01.002).