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Reflections of Entrepreneurs of Small and Medium-sized Enterprises concerning the Adoption of Social Media and its Impact on Performance Outcomes: Evidence from the UAE

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Abstract

There have been numerous studies on the adoption of social media among individuals as well as organizations. Nevertheless, most of these studies were conducted in developed economies and focused on large organizations. This study, therefore, fills the gap by looking at the adoption of social media among small and medium-sized enterprises (SMEs) in the Middle East region; specifically, in the UAE. In addition, this study analyzes the adoption phenomena through word of mouth, viral marketing and social presence theory using in-depth semi-structured personal interviews with entrepreneurs of SMEs. Another significant contribution rendered by this study is its examination of social media adoption in terms of the business performance of firms.

Keywords: *Social media networks, entrepreneurship, small and medium-sized enterprises, organization performance, United Arab Emirates.*

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