

Research on Implementation Path of Mobile New Media Marketing Strategy for Small and Medium-Sized Micro-Enterprises Based on Chinese Market

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Abstract: with the Development of the Mobile New Media Industry, Various Forms of Mobile New Media Emerge One after Another. Mastering the Appropriate Mobile New Media is Crucial to the Marketing and Publicity of Enterprises. Small and Medium-Sized Micro-Enterprises Experienced the Tragic Process of Traditional Media Prosperity and Decline, and Experienced the Deep Connotation of “No Advance, No Retreat”. Mobile New Media is a New Form of Media with the Development of the Internet. It Has a Wide Range of Users, Fast Dissemination Speed and Flexible Use, Which Has Promoted the Arrival of the Mobile Marketing Era. Based on the Basic Concepts of Chinese Market, Such as the Definition and Characteristics of Mobile New Media Marketing Strategy, This Paper Analyzes the Necessity and Current Situation of Developing Mobile New Media Marketing Strategy for Small and Medium-Sized Micro Enterprises, and Makes Further Discussion on How to Formulate and Implement the Path of Mobile New Media Marketing Strategy for Small and Medium-Sized Micro Enterprises, So as to Enter the Mobile New Media Market for Small and Medium-Sized Micro Enterprises Field Provides Useful Reference.

1. Introduction

At Present, There is No Specific Definition for Mobile New Media. It is Generally Considered as a New Media Based on Mobile Devices, Such as Digital Technology and Communication Technology, Which Provides Users with Consultation, Information and Various Services [1]. Mobile New Media Nm(New Media) Refers to the Media That Rely on Information Technology to Provide Users with News, Entertainment and Other Services through Computers, Mobile Phones and Other Terminal Tools, Including Microblog, Wechat, Blog, Bbs, Instant Messaging Tools Qq, Msn, Sns, Wiki and So on. the Rapid Development of Various Emerging Technologies, Especially the “Internet +”, Has Provided a Broad Space for the Good Development of Small and Medium Enterprises. It is Generally Believed That Mobile New Media is a New Media That Provides Users with Information, Content and Services Based on Digital Technology, Communication Technology, Internet Technology and Mobile Communication Technology [2]. Based on the Integration of Traditional Media, Mobile New Media Provides Users with Information, Content and Services That Traditional Media Cannot Provide on the Basis of Absorbing the Advantages of Traditional Media [3]. Mobile New Media Has Broken through the Limitation of Time and Space, Greatly Broadened the Information Channels, and Enhanced the Interaction between Both Sides, Which Created New Opportunities for the Information Dissemination and Brand Building of Small and Medium-Sized Micro Enterprises.

Nowadays, the Development Trend of Internet Technology is Getting Better and Better. More and More People Have Begun to Accept Mobile New Media and Use It. People Can Do Shopping on the Internet without Going out of Their Homes. Communication and Communication Are Also through the Media Social Circle [4]. in the Traditional Sense, the Coverage Advantage of Mass Media is Weaker and Weaker for the Target Customers. the So-Called Niche Media and Personalized Media Can Quickly and Easily Promote for the Target Customers. Small and Medium-Sized Micro Enterprises Have Become an Important Force in Chinese Economic Development. How to Achieve Sustainable, Rapid and Healthy Development of Small and Medium-Sized Micro Enterprises in the Fierce Competition Environment is an Important Issue Facing Small and

Medium-Sized Micro Enterprises [5]. with the Further Promotion of the Concept of “Mass Entrepreneurship, Mass Innovation” and the Emergence of New Business Forms Such as “Risk Sharing, Benefit Sharing” Crowdfunding, Small and Medium-Sized Micro-Enterprises Must Grasp the Good Opportunity to Develop the New Mobile Media Market [6]. Small and Medium-Sized Micro-Enterprises Are Characterized by Small Scale, Small Investment, Small Productivity and Lack of Strong Competitiveness in the Fierce Market. the Emergence of New Mobile Media Has Brought New Vitality to Small and Medium-Sized Micro-Enterprises. Therefore, Small and Medium-Sized Micro-Enterprises Need to Fully Seize the Opportunities Brought by New Mobile Media and Launch a New Marketing Market.

2. Overview of Mobile New Media Marketing Strategy

2.1 The Definition of Mobile New Media Marketing Strategy

Mobile New Media Marketing Strategy Mainly Refers to a Series of Mobile New Media Marketing Combinations Carried out by Enterprises for Marketing Tools by Using Mobile New Media Technology Means in Order to Explore Mobile New Media Market, Based on the Needs of Consumers in Mobile New Media Market, According to Consumers' Demand, Purchasing Power and the Basic Situation of Enterprises Themselves [7]. with the Development of Life Technology and People's Demand for Information, the Form of Mobile New Media Appears in Different Forms in People's Vision, Such as the Popular Mobile Tv Media, Digital Film, Digital Tv, Multi Touch Media Technology, Gravity Sensing Technology, Digital Magazine and Many Other Forms. It Can Send the Data to the User in an Instant, and It Can Also Divide the Advertising Information Distributed by the Enterprise According to the Region. on the Whole, the “New” of Mobile New Media is “New” to Traditional Media. It is an Information Dissemination Medium Developed on the Basis of the Support of New Technologies Such as Internet Technology, Digital Media Technology and Instant Messaging Technology. It Can Realize Interactive Communication and Communication between Merchants and Users, and between Users and Users [8]. There Are Many Classification Methods for Mobile New Media Marketing Mix Strategy. among Them, Classification Methods Based on Mobile New Media Marketing Combination Tools Are More Common, and Their Strategies Mainly Include Wechat Marketing Strategy, App Marketing Strategy, Qr Code Marketing Strategy, Micro-Store Marketing Strategy, Etc.

2.2 Characteristics of Marketing Strategy for Mobile New Media

Target Market Positioning Strategy is Precise. as the Mobile New Media Itself is a Relatively Private and Closed Environment, the Consumer Groups Faced by Small and Medium-Sized Micro-Enterprises in the Mobile New Media Market Are Small and Public. Enterprise Managers Have Long Been in Front-Line Work and Are Good At Various Management of Production. They Have a Better Understanding of the Enterprise's Production Environment and Management Environment. Moreover, the Market Will Go Deep into the Market to Investigate, Communicate Directly with User Groups, and Understand the Market Status, Which Makes Smes Extremely Sensitive to Market Insight and Responsiveness. Mobile New Media Can Really Establish Contact with the Audience, At the Same Time, It Also Has the Characteristics of Interactivity and Cross-Space. the Application of Mobile New Media Technology Reflects That the Audience Can Grasp the Information More Deeply, Hope to Get a Greater Degree of Interaction, and Reprocess the Information. the Audience Can Participate in It According to Their Own Preferences and Experiences to Get the Information They Want Most [9]. This Means That the Target Market Subdivided in the Mobile New Media Market is More Specific and Small. Therefore, the Target Market Positioning Strategy of Mobile New Media Marketing is the Most Accurate. for Micro Enterprises, There Will Be More and More Convenient Marketing Mode. When Promoting a Product, the Marketing Mode of Mobile New Media is More Advantageous Than That of Traditional Media.

Service Oriented Product Content Strategy. the Content of Mobile New Media Marketing

Activities is Mainly Based on Service, Which is Customized for Consumers. on the One Hand, It Meets the Needs of Consumers; on the Other Hand, It Achieves the Fundamental Goal of Maximizing the Interests of Enterprises. the Birth of Mobile New Media Technology is That People Integrate the Dull, Delayed and Non Interactive Aspects of the Information Acquisition of the Plane Media. Digital Technology, Wireless Technology and the Internet Are Used to Improve the Disadvantages of the Audience for the Amount of Information Jumbled and the Quality of Information Damaged, Making the Information More Timely for Multiple Audience Groups on the Basis of Ensuring the Amount of Information Communication and Feedback [10]. Therefore, It Can Push Any Message to the Computer or Mobile Phone of the Person Who Needs It. in This Way, It is Obviously More Accurate Than the Traditional Media. the Development of Mobile New Media Will Be the New Trend of Future Media Development. the Threshold for Mobile New Media is Very Low. for Small and Medium-Sized Micro Enterprises, It Can Realize Their Own Creative Marketing System of Mobile New Media without Too Complicated Equipment, Technology and Personnel.

The price strategy should be made cheaper. Compared with other marketing platforms, the mobile new media platform requires lower cost for enterprises. The mobile new media platform provides many free tools for enterprises that have just launched mobile new media marketing [11]. For Internet users, the Internet should have the functions of collecting, interpreting, collating and providing personal ideas. Whether it is for business needs or on behalf of individuals, institutions or government organizations, bloggers are all diggers of network information. In these enterprises, instant messaging tools are mainly used to maintain customer relationships and promote marketing. This is because for enterprises, instant messaging tools not only play a role in communication, but also play an important role in e-commerce and online marketing. With the mobile new media, not only the cost of marketing will be saved, but also the conversion rate will be improved. At the same time, the mobile new media platform has a direct and clear understanding of the advertising information viewing and clicking, which plays an important role in controlling the market

Channel strategy diversification. Mobile new media devices are more and more abundant, making it more and more convenient for consumers to collect shopping information, and the channels of mobile new media marketing strategies are more and more diversified [12]. In the increasingly rich marketing channels, mobile phone has become one of the most direct and typical channels. In the mobile media industry chain, the key to the development of mobile media is the advertising interaction between mobile media and traditional media, and the cooperation between content providers, mobile network operators and terminal equipment manufacturers. Mobile TV is another hot spot of new technology. Mobile newspapers will bring new feelings to office workers who are dedicated to two purposes. Instant messaging tools are mainly used to maintain the friendly relationship between enterprises and customers, solve problems raised by users in a timely manner. User stickiness has become an important tool for enterprise marketing. This information has the same form and wants to be combined with the daily life of mobile new media users. Fragmentation of commercial advertisements can save users' time and also achieve the purpose of marketing to a certain extent. Users will list commercial advertisements as a kind of concern, thus increasing users' favorable impression [13].

3. Problems Existing in Mobile New Media Marketing of Small and Medium-Sized Micro-Enterprises

Most of Chinese small and medium-sized micro-enterprises are private enterprises, because the management theory and marketing strategy of these private enterprises are more derived from leaders' experience, intuition and subjective judgment. This has led to the lack of basic marketing concepts among the leaders of some small, medium and micro enterprises in China. The first reason is that small and medium-sized micro-enterprises have their own problems. Small and medium-sized micro-enterprises are small in scale, weak in strength, irrational in industrial structure, at the low end of industrial chain and value chain, single in capital structure, unclear in property rights, low in product technology content, low in added value, lack of core competitiveness, and are

usually at a disadvantage in competition with large enterprises [14]. Now most of the company's websites simply display the company's basic information, and no user wants to get relevant information, so it is difficult for users to find the information they want when they enter the enterprise website; however, how small and medium-sized enterprises carry out mobile new media is related to the development speed of small and medium-sized enterprises, and it is not invisible for enterprise managers. The following are the problems of small and medium-sized micro enterprises in mobile new media marketing.

3.1 Lack of in-Depth Understanding and Attention to Mobile New Media Marketing

Because mobile new media is the product of high technology, many small and medium-sized micro enterprise operators themselves have low education level, easy to fix their thinking and stay in the original business model. It still remains to use the means of "price war" to enhance competitiveness, lacking originality and attraction. Excessive competition leads to low efficiency of enterprises and high homogeneity of products of small and medium-sized micro enterprises. In order to survive and develop, small and medium-sized micro enterprises on the one hand suppress and crowd out each other in the fierce competition. Although mobile new media marketing has gradually been widely implemented in China, there are still some deficiencies in the concept and cognition of mobile new media marketing, the lack of attention to mobile new media marketing, the lack of awareness that mobile new media can carry out product marketing, and the lack of awareness that mobile new media can seize the virtual market to enhance competitiveness. The concept of service is backward. Enterprises often only pay attention to hardware construction and do not pay attention to creating a consumption atmosphere. They are obviously insufficient in providing personalized quality services. We haven't realized the importance and urgency of using new mobile media for product marketing and seizing the virtual market to win the future competitive advantage of the enterprise, and we have focused our competition on the competition in the real market. Therefore, if small and medium-sized micro-enterprises can seize new opportunities and exploit new markets with new mobile media technologies, they will definitely have a profound impact on the development and growth of small and medium-sized micro-enterprises.

3.2 Lack of Modern Mobile New Media Marketing Skills and Means, Lack of High-Quality Marketing Personnel

Marketing personnel lack of modern mobile new media marketing skills and means, marketing strategy level is low, high-quality marketing personnel are scarce. Although they have made contributions to the development of the enterprise with their hard-working spirit and their own sales experience, they are weak in the face of all kinds of mobile new media marketing. Mobile new media marketing is a marketing mode based on the conceptual demands and problem analysis of specific products, and provides targeted psychological guidance to consumers. In essence, it is the realization of the soft penetration of business strategies by enterprises in the form of mobile new media. Usually, media expression and public opinion communication are used to make consumers agree with certain concepts, viewpoints and analysis ideas, thus achieving the purposes of enterprise brand publicity and product sales.

Small and medium-sized micro-enterprises are facing difficulties in carrying out the marketing activities of mobile new media, which are concentrated on the shortage of relevant mobile new media marketing professionals. This shows that the vast majority of small and medium-sized micro-enterprises are very rational in formulating the marketing strategies of mobile new media and have a clear understanding of themselves. Specific data are shown in Figure 1.

Mobile new media platform provides diversified channels for small and medium-sized micro enterprises, and the ways in which small and medium-sized micro enterprises push product information and promotion information to consumers are becoming more and more diverse. However, in the face of new mobile media environment, marketing does not have enough professional quality to deal with. The marketing of mobile new media needs to have the mastery, high quality and learning ability of the media. At the same time, it needs to use modern advanced marketing theory and marketing skills to master various mobile new media technologies and

technologies of its own industry. Therefore, the quality of marketing personnel is required to be high, and the layout of most modern small and medium-sized micro enterprises affects the marketing development in the mobile new media environment.

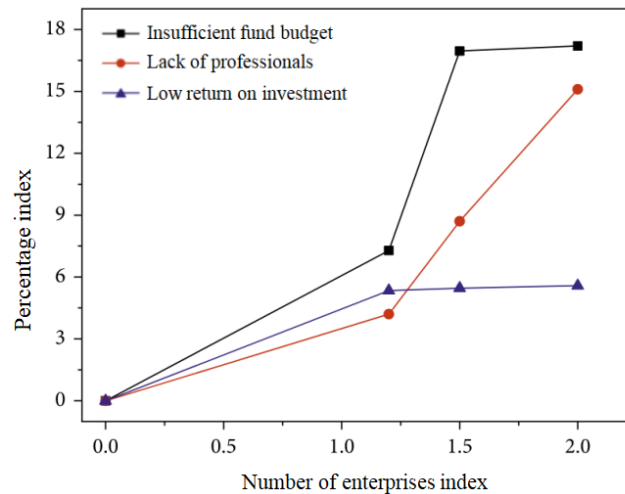


Fig.1 Small and Medium-Sized Micro-Enterprises' Understanding of the Difficulties in Implementing the Marketing Strategy of Mobile New Media

3.3 Enterprises Have Low Accuracy in Capturing Target Customers and High Cost in Choosing Mobile New Media Marketing Media

With the rapid development of digital technology and network technology, the media that mobile new media marketing audiences contact is increasingly diversified and personalized. With the self-centered personalized consumption becoming more and more obvious, the capture of mobile new media to target customers is becoming weaker and weaker, and the structure is becoming more and more fuzzy. Small and medium-sized micro enterprises believe that the marketing strategy of mobile new media mainly helps them to increase new customers and form stable consumer groups. It shows that the marketing strategy of mobile new media can help small and medium-sized micro enterprises to find the target market in their business activities and improve their product sales. In modern times, there are many comprehensive websites, large-scale websites of exclusive industries, which will greatly enhance the attention of enterprises in the same industry. Small and medium-sized micro enterprises can take advantage of this advantage as a promotion way for enterprises or brands, reduce the investment cost, and also enhance the publicity. Small and medium-sized micro-enterprises must first understand their own disadvantages. They are not comparable with large and medium-sized enterprises in terms of cost, brand, influence, channel, capital and scale benefits. Only by finding dead corners that large and medium-sized enterprises do not occupy can your marketing have a successful foundation. The emergence of a variety of new mobile media provides the most direct channel for enterprises to capture target customers, but also increases the selection cost, which also increases the difficulty for enterprises to carry out marketing and communication activities of new mobile media to a certain extent.

4. Analysis on the Necessity of Developing Mobile New Media Marketing Strategy for Small and Medium-Sized Micro-Enterprises

4.1 The Needs of the Times

The continuous development and progress in the era of mobile new media require small and medium-sized micro-enterprises to seize the opportunity to explore the mobile new media market. Mobile new media is a brand-new marketing platform, which will form a comprehensive impact on the development of enterprises. Therefore, small and medium-sized micro-enterprises need to clarify the advantages of mobile new media on enterprise marketing and make full use of this to give full play to the maximum value of enterprises. When a new product of small and medium-sized

micro enterprises is uploaded to the Internet, it will be quickly spread, which will further spread the word-of-mouth effect. The experience of new products of new users will be magnified infinitely in the way of chain reaction. On June 24, 2015, China Mobile Internet development report (2015) was released for the fourth time by people's daily. The report pointed out that the number of mobile application developers exceeded 3 million, and the mobile business ecological chain was initially formed. In the context of mobile new media, the same way can be used.

According to the survey results, 85% of enterprises choose to use wechat friends circle to carry out marketing activities. At the same time, most enterprises choose more than two tools to carry out marketing activities [15]. This shows that the vast majority of small, medium and micro enterprises have begun to realize the benefits that mobile new media can bring to them. The specific data are shown in Figure 2.

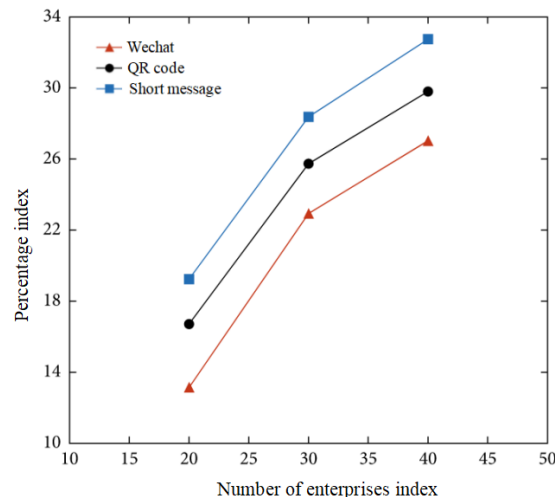


Fig.2 Small and Medium-Sized Micro-Enterprises' Choice of New Mobile Media Tools

Internet technology can be popularized and used on the mobile side, and many new mobile media platforms have emerged. Mobile new media platforms in application shops are of different types, forms and contents. Enterprises should take this opportunity to take advantage of the same positioning. The development of network marketing is no longer simply to send information or to do search engine advertising. It is time to stand in the perspective of enterprise development to comprehensively plan and consider the enterprise's network marketing work, that is, the network marketing systematization work, that is, the network integrated marketing.

4.2 Changes in Consumer Spending Habits

With the progress of the times, consumers' online shopping habits and shopping behaviors are quietly changing, and these changes urge small and medium-sized micro enterprises to carry out mobile new media marketing strategies. At the same time, mobile new media has also changed the consumption concept of consumers. From online shopping, which can only observe products according to pictures, to modern free communication with businesses, interactive marketing between businesses and sellers is formed. With wonderful contents, multimedia forms, brand-new reading experience, accurate and timely magazine distribution, huge user volume and impressive popularity index, we are constantly looking for business opportunities for small and medium-sized enterprises, which will become an indispensable new marketing mode for small and medium-sized enterprises. In addition, due to the continuous innovation of smart phone applications, WeChat, microblog and other communication tools have become indispensable software in people's daily life. Therefore, enterprises should seize the current trends and users' behavior habits to improve the online stickiness of mobile phone users while meeting their diversified life needs. According to the "2014 China Online Shopping Market Research Report" released by China Internet Information Center in June 2015, 46.6% of online shopping users can accept the push of commodity information in mobile new media platforms. To the greatest extent, it has improved its own economic benefits and changed people's consumption habits and living habits. The advantages of mobile new media

have been shown in the marketing of many enterprises and have a very broad prospect.

5. Strategy Implementation Path of Mobile New Media Marketing for Small, Medium and Micro Enterprises

5.1 Accurate Market Positioning Strategy Path

On the one hand, it is necessary to accurately locate consumers in the mobile new media market, fully understand the specific needs of consumers in the mobile new media market, and ensure that the implementation of marketing strategies for mobile new media is targeted; The talents needed are those with strong learning ability and strong awareness of information, who can effectively master technology in the process of coming into contact with new mobile media in the future. On the other hand, small and medium-sized micro-enterprises should have a more accurate positioning of themselves and think about the future development direction of the enterprises on the basis of understanding consumers. Small and medium-sized micro and micro enterprises can establish special departments or groups through the unique marketing and promotion service platforms such as brand enterprise special magazines and magazine inner page advertisements, and strive to carry out all-round packaging and promotion of their own and customers' brands, images, products and services through one-stop elaborate production from planning, editing to distribution. At the same time, mobile new media has had a huge impact on people's consumption concept and behavior, and to some extent changed people's lifestyle. Therefore, enterprises should pay attention to the integration of platforms, not only using the Internet, but also making full use of the characteristics of mobile phones for marketing activities. For different user groups, it is necessary to promote the corresponding mobile new media platform information, the cost will be saved to a certain extent, and the conversion efficiency will be improved.

5.2 High Quality Product or Service Strategy Path

At present, small and medium-sized micro enterprises use mobile new media platform to sell more and more products, but mobile new media platform is not suitable for all products. At the same time, the product mix also affects the sales of small and medium-sized micro enterprises. In order to promote the product brand of small and medium-sized micro enterprises, we should strengthen the "communicability" in an all-round way, look for large-scale public cooperation in the industry, industry media and so on with many fans, and set up systematic interaction links. Therefore, mobile new media provides a foundation for accelerating the development of enterprises and plays an important role in improving the core competitiveness of enterprises. When small and medium-sized micro enterprises carry out the marketing strategy of mobile new media, they must analyze the appropriate products clearly, and should do strict self-discipline to provide high-quality products for consumers in the mobile new media market. In the process of operating mobile new media, because the information on the mobile new media platform is accepted subjectively by users themselves, more attention is paid to the creativity of advertising information content in the process of promoting product information. However, micro-marketing with the help of mobile new media platform can not only save the marketing cost of enterprises to a great extent, but also attract consumers' attention through concise language, vivid images and videos in the first place. Integrated marketing communication can be divided into one-way push integrated marketing and two-way interactive integrated marketing, both of which have their own advantages. Now through the mobile new media technology, enterprises can simultaneously carry out the two methods according to the characteristics of different mobile new media technologies to form a unique propagation rhythm.

5.3 Low Price Strategy Path

At present, the cost of marketing activities of small and medium-sized micro enterprises in mobile new media platform is relatively low. In order to attract more consumers to become loyal consumers of the enterprise, small and medium-sized micro enterprises should adhere to the principle of transferring the best interests to consumers and implement the low price strategy. In

practical work, the latest product information is delivered to customers in the fastest way, and new mobile media is used to interact with customers. At the same time, we should strengthen the awareness of brand building and establish a correct network marketing concept. Theoretically, every audience in the network mobile new media communication can be the disseminator of information. The audience's participation in receiving information is not only conducive to the further dissemination of information, but also conducive to deepening the audience's understanding and acceptance of information. Of course, in the process of implementing the low-price strategy, attention should be paid to the implementation of the low-price strategy according to the specific conditions of different consumers after the consumer information of mobile new media consumers is collected and subdivided. At the same time, with the help of community effect, loyal customers are also willing to introduce good products or good service experience to their friends around them. Through this positive word-of-mouth marketing, the popularity of the enterprise will be gradually expanded. The website can be actively promoted to users through e-mail, and the recommendation method is relatively flexible, which can be simple advertisement, and can also appear in the content of e-mail through news reports, case analysis and other methods, thus obtaining readers' high attention.

5.4 Diversified Channel Strategy Path

Mobile new media marketing has gradually become the most important part of modern marketing model. In the traditional marketing mode, the sentence "from the perspective of customers" is very familiar to the operators of every enterprise, and they know the meaning of it, but only a few enterprises can establish interaction with customers. Enterprises need to fully explore the advantages of traditional media in the marketing process, and combine the application of traditional media and mobile new media to improve the effectiveness of enterprise marketing. In addition, mobile new media is an intangible asset in the development of enterprises, which plays a very important role in the development of enterprise brand. Once the small and medium-sized micro-enterprises carry out the marketing of new mobile media, they will get the nerve endings of direct contact with the market. If there is any news in the market, the customers can communicate directly with the merchants, and they can pass their ideas to the merchants in the most direct way to realize interactive communication with the enterprises. Encouraging customers to use mobile phones to scan and add two-dimensional codes and adopt membership or preferential promotion is the most fashionable offline marketing method in current daily life. On the one hand, it can increase accurate fans for public accounts; on the other hand, it has accumulated a large number of actual consumer groups. Therefore, the enterprise can not only realize the clear segmentation and definition of different customer groups, and meet them with different marketing means, but also through the automatic grouping function of mobile new media technology means. Therefore, small and medium-sized micro enterprises should make full use of the characteristics and functions of mobile new media tools, so that consumers can accept the products, promotions and other information they should receive in an invisible way.

6. Conclusion

Small and medium-sized micro enterprises are an indispensable form of economic society and play an important role in economic construction, so it is necessary to pay attention to the development of small and medium-sized micro enterprises. It is not hard for us to see that small and medium-sized micro enterprises have a rational understanding of the mobile new media market, and dare to try and actively carry out the implementation of mobile new media marketing strategies. In view of this situation, enterprises should cultivate more talents in mobile new media and actively master the market direction and social needs. In this way, in the continuous social changes, enterprises can master the latest market developments and maintain their leading position in the industry. Small and medium-sized micro enterprises are an important part of social stability and development, especially in China, the prominent position of small and medium-sized micro enterprises in the social and economic development and the settlement of urban problems cannot be

underestimated. With the popularity of mobile new media such as microblog, wechat, and microfilm, small and medium-sized micro enterprises have blown up a whirlwind of mobile new media marketing, which is refreshing the traditional marketing routine, and its future market prospect cannot be underestimated.

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