



Research Paper

MSME A Game Changer in the Field Of Employment in India: An Analytical Study

Dr. Deepak Srivastava

Associate Professor, Keshav Mahavidyalaya, University of Delhi, New Delhi, India

ABSTRACT:

A country's economic growth and development rely on several factors, one of the most important being the presence of entrepreneurial spirit. Private entrepreneurs are entrusted with India's smaller industrial sectors and enterprises because of the country's mixed public and private sectors. By creating new positions, small and medium-sized firms boost economic activity and aid in the fight against unemployment, income inequality, and poverty. A risk-taking innovator who raises the quality of life for the greater good of society is an entrepreneur. The contribution of small and medium-sized enterprises to the country's economic and social progress has been substantial. These are the gold standard for measuring the progress of a country's economy under transition, such as India. Economic growth, employment, equitable distribution of income, rural development, poverty alleviation, international trade, and peaceful coexistence have all benefited. When it comes to creating jobs and giving new businesses a solid footing, it is one of the most important industries in India's economy.

Keywords: MSME, Game Changer, Employment, India

Received 14 Sep., 2023; Revised 27 Sep., 2023; Accepted 29 Sep., 2023 © The author(s) 2023.
Published with open access at www.questjournals.org

I. INTRODUCTION:

A bootstrapped approach is used at the outset by all businesses, whether for profit or not. Businesses that have the right kind of foresight, focus, conviction, and perseverance may spread their wings over time, expanding their operations and staff to become ever-larger and more successful enterprises. It's possible that HNIs, Corporations, and multinational conglomerates are behind these businesses, and that their reach extends far beyond the borders of India. A select few even qualify as "Global Citizens" by actively engaging in worldwide competition and making use of technological advancements and/or developments.[1]

The old MSME definition from 2006 was significantly revised in the Ministry of Micro, Small & Medium Enterprises. Master Circular on the definition of MSME, dated June 26, 2020. The new definition explicitly broadens the eligibility criteria of registration for MSMEs, viz. Manufacturing and Services - are now considered on an equal footing. Trade and Industry had requested that the Ministry take into account actions for registration eligibility and transitioning of currently registered participants in the MSME category, and the Ministry has complied with these requests. Hence, at the beginning of July 1, 2020, the previous requirement of manufacturing or services has been removed, and registration is now called "Udyam" rather than Udyog Registration. This adjustment acknowledges the need for evolving, more comprehensive eligibility models over time. While the MSME Act of 2006 defined firms broadly enough to include both manufacturers and service providers, the registration process for "Udyog" was heavily weighted towards the former. Starting on July 1, 2020, all newly registered individuals will be required to seek registration only under the updated MSME schema. Because of this, it is important to highlight that the previous requirements are no longer relevant for new registrants.

Registration under EM II or UAM will expire on March 31, 2021; however, due to a series of announcements, the deadline for new registration has been extended to June 30, 2022. The advantages that were made available under their MSME registrations will be suspended/withdrawn permanently if they fail to so register by March 31, 2022.[2]

1.1. MSME- Cluster Development Programme

The MSME has implemented the cluster strategy to pave the way for efficient and comprehensive growth of MSMEs. Micro, Small & Medium Enterprises. (MSME) can benefit from three different types of interventions: smooth intercession like conducting diagnostic, developing capacity, promoting exports, marketing, talent development, Improving the technology and making the training session as per need, conducting need based study trips, tours that opens up the mind of younger generation etc.); hard intercession for Instance setting up common Facility Centers and upliftment of frame work such as creating or improving infrastructure in the already-existing MSME).[3]

As of now, 848 intercessions in an innumerable agglomeration to carry out through the length and breadth of the country thanks to the Conducting Diagnostic , fluid and intricate Project. There is a strong emphasis on expanding the scheme's reach to include communities in every State and Union Territory. In the current fiscal year, MSE-CDP sanctions totaled Rs. 41.50 crores as of 30th November 2014. The online application method for MSE-CDP has been live since April 1, 2012, facilitating openness and facilitating rapid rollout.[4]

1.1.1 Project to Create New Jobs by the current Government

As of Dec 22, there were 1 crore 28 lakh MSME and thus creating jobs for 9.3 crore employees ,women employees got 2 crore 18 lakh jobs which is reflected from the data received through the UDYAM portal the government established a credit-linked subsidy program in August 2008 called the Prime Minister's Employment Generation Plan (PMEGP). From its commencement in 2008-09 through 2014-15, the government helped in the downpayment of the programme reached up to Rs. 4,745.15 crores have helped 2.48 lakh units generate an estimated 22.29 lakh new jobs throughout the nation. Talking about the tertiary sector, this program supports startups with investments of limited to Rs.10 lakh, and in manufacturing, startups with investments of limited to Rs.25 lakh. Subsidies limited to 35% (or 50% for Special categories including weaker portions) of the total money involved in the assigned are available in rural regions, while subsidies limited to 25% are available in urban areas. A sum of Rs 15,700 crores was allocated to the program in the year 2021-22 . The scheme guidelines are posted on MSME's website.[5]

i. Skill Development

MSME Ministry has made improving people's skill sets a top priority. To that end, it has taken several steps, such as expanding the training resources available at Tool Rooms and MSME Development Institutes. The training programs encompass a wide variety of topics, from introductory courses on basic computer skills to advanced courses on CNC machines and other cutting-edge technology. In 2018–19, almost 9,44,455 trainees participated in skill development programs run by organizations under MSME, and the goal for 2021-22 is more than 10 lakh people . Such pieces of training are provided at no cost to SCs/STs by the Ministry of MSME. MSME-DIs provide free training programs as per the requirement of SC/STs, women, and the physically disabled. A weekly stipend of Rs. 125/- for each applicant for the duration of their training.

ii. Credit Guarantee Scheme

The government's scheme of Credit Guarantee for small and micro enterprises is designed to ease the burden of securing financing for small businesses by guaranteeing loans of up to Rs.100 million for borrowers who do not have access to collateral or other forms of third-party guarantee. Many alterations to the scheme to make it more appealing .

1.1.2 Credit-Linked Capital Subsidy (CLCS) Program for MSEs

Released in October of 2000, the software has been updated . To help businesses get the equipment they need, the revised plan allots up to a maximum of Rs. 15 lakhs for purchases of fixed assets , with a cap of Rs. 100/- lakhs on the size of loans that may be granted for the scheme's subsidies. Now 48 technologies/sub- sectors with a solid track record of advancement and approval have been accepted into the Scheme. SIDBI and NABARD are among 10 nodal banks/agencies that work together to carry out the CLCS Programme.[7]

i. Marketing Assistance Scheme

The primary goals of the Marketing Help Program are to improve SMEs' marketing competitiveness by connecting them with individual and corporate customers, providing them with information about the current state of the market, and allowing them to express their uneasiness if any they may have from (NSIC), one of the undertakings under the administrative control of this Ministry, acts as a facilitator to promote marketing efforts and enhance the competency of MSMEs for capturing new market opportunities by organizing/participating in various places in India and Abroad the exhibitions/trade fairs, buyers-seller meets, intensive campaigns/seminars, and other marketing promotion activities.[8]

Budget estimates for Various years shows Crores of money would be spent on this endeavor, with the money going towards funding representatives' attendance at trade shows, conventions, and other promotional events on both a native and Global scale.

ii. Performance and Credit Rating ha Scheme

The program's goal is to help MSMEs better understand their operations and how they may be improved, and let them provide a chance to strengthen their businesses and become more financially stable. The scheme's rating acts as a reliable third-party assessment of the skills and reliability of SMEs and MNEs. Banks/Financial Institutions, Customers/Buyers, and Suppliers all place a high value on an independent rating by a recognized rating organization. During the first year only, the scheme allowed 75% of the charge or Rs. 40000/-, whichever is smaller, would be waived for micro small & medium enterprises.

iii. Framework for Global Convergence

The MSME has been implementing the International Cooperation(IC) Program since 1996. The scheme's main goals are to make numerous items for exports which is made by Indian Micro, Small & Medium Enterprises. (MSMEs) via the introduction and/or improvement of new technologies, and also to modernize and expand MSMEs.[9]

Some of the plans to be implemented and are present in the Scheme:

- Sending business delegations from SMEs abroad to investigate opportunities for international partnership, market expansion, technology transfer, and the like.
- Numerous India's Micro, Small & Medium Enterprises. (MSME) have been attending trade shows, conventions, and other international business gatherings both abroad and in India.
- Organizing global gatherings centered on issues of importance to Micro, Small & Medium Enterprises. The budgeted amount has been increasing year after year by MSME, and it is envisaged that more and more business owners would be helped to attend various international events with the application of these funds.

iv. Assistance to Training Institutions

Under the programme, training institutions today and for coming years will be eligible for matching grants for the formation of Enterprise Development Institute (EDI) and upgrade their training infrastructure. For State-level EDIs in the Union Territories of Andaman & Nicobar and Lakshadweep Islands, the Ministry will contribute which will limit to Rs. 150 lacks (or 90% formation cost which will be found less), on a matching basis, excluding fixed assets like the amount to be paid for land and operational capital. Institution, State/UT Government, publicly financed institution(s), NGOs/Trusts/Banks/Companies/Societies/Voluntary organizations, etc. will be giving amount for the remaining fifty percent part of the matching contribution.

The infrastructure which will be established would be bolstered with the help of this assistance. The state government, an institution, or the applicant themselves may provide the land. The money might be required for the purchase buildings, instructional materials, office equipment, computers, and ancillary services like libraries and databases. The Purchase value of land to be acquired, building employee housing, etc. is not included in the computation of the Central Government's matching grant. Every plan submitted for consideration under this program should get affirmation from relevant State or Union Territory Government.[10]

1.2 MSMEs: A Game-Changer for Indian Economy

India's GDP grew by 7.3% in 2018, making it the world's fastest-growing major economy, and a recent estimate from the ADB predicts that the pace will continue at 7.6% in 2019. With a GDP of \$2.6 trillion in 2018, India surpassed France to become the world's sixth-biggest economy. In 2007, India's \$1 trillion GDP made it the world's 12th biggest. Hence, it is clear that India's rate of progress is pretty outstanding, even though it is a multi-party democratic democracy. Its GDP has doubled in size during the last decade. India's poverty rate has dropped dramatically in recent years. An American research organization found that 44 Indians were lifted out of poverty every minute, and their projections indicated that by 2022, just 3% of Indians will be living in poverty. But, with the world's population increasing at an unprecedented rate, creating new jobs has always been a top priority for any administration.[11] Micro, small, and medium-sized enterprises (MSMEs) are the second-most-productive employer in the economy, behind agriculture (MSME). Unlike the information technology industry and others, this one generates more works to do in less investment. Indeed, the information technology (IT) and service sectors are attracting more investment than the MSMEs sector is likely to. Investors who were previously successful are looking towards IT to quickly amass money, as shown by clearly the world's wealthiest individuals work in this industry. Social media giant Facebook is worth \$319 billion, in 2023 almost three times as much as India's wealthiest man, Mukesh Ambani having worth of \$92 billion. Despite this, the corporation has 31,000

workers on staff. At Flipkart, a \$20 billion e-commerce business headquartered in Bengaluru, India has huge employee base.

The Paytm e-commerce payment platform and digital wallet startup in India are valued at \$10 billion and have created over 5,000 jobs. It is thus very evident that large corporations cannot provide what the average person wants. Our country's riches are concentrated in the hands of a tiny few (less than 1 percent of the population), As part of opportunities available to the vast majority. Hence it can be understood that millions of people may be employed by MSMEs. Nevertheless, substantial bank credit and foreign direct investment are necessary but as yet absent.[12]

1.3 The Indian MSME Sector

Small and medium-sized businesses in India are the country's mainstay. Micro, Small & Medium Enterprises (MSME) in India have shown resilient to external threats, protecting the country's economy from further damage. In India, there are reportedly 633,940,000 small and medium-sized enterprises. The Micro sector is home to about 99% of the country's total number of Micro, Small & Medium Enterprises (MSMEs). There are 3.3 million small businesses (0.5 percent of all MSMEs) and 0.5 million medium-sized businesses (0.01 percent of all MSMEs) in the economy. Around 324.9 million businesses (or 52.3% of all MSMEs) may be found in rural regions, whereas 309 million businesses (or 48.8% of all MSMEs) can be found in urban areas.

The industry contributes to the improvement of rural and underdeveloped parts of the nation, therefore helping to alleviate inequalities. Also, the sector serves as a supplement to major corporations and industries by supplying them with vital components and accessories. For these reasons, the MSME sector is essential for progress of country's economy.[13]

1.3.1 Benefits of the MSME Sector in Economy of India

The MSME sector in India have helped in the well-being of Indian citizens and the country's economy. These are the few broad points which proves the importance of MSME in Indian Economy .

- **MSME Sector's Contribution to Indian Economy:** The industry contributes considerably to the growth of the national economy. Department of Statistics and Plan Implementation estimates that the MSME sector would contribute 30% of the country's GDP in GVA in FY 20. During the previous five years, the percentage has been above 30% and is still growing year after year. In Fiscal Year 2020, the industry contributed 36.9% in all in manufacturing gross value production in India, which was unchanged from Fiscal Year 2019. The significance of the industry to India's economic development is shown by its market share.
- **MSME Contribution to Export in India:** Small and medium-sized enterprises (SMEs) are a significant contributor to the country's exports. In FY 21, exports of some MSME-related products made up 49.5% of India's overall exports, down slightly from FY '20s 49.8%. Major exports from India's small and medium-sized enterprise (MSME) sector include textiles, clothing, footwear, rice, and castor oil.
- **Employment Generation:** One of the largest economic drivers can be easily identified is the MSME sectors. By starting their MSME, business owners may escape the hassle of always looking for new employment opportunities. It opens the door for them to hire more people. This industry has been crucial in providing people in less-populated parts of the nation with the chance to work. The Udyam Portal of the Department regarding MSMEs reports that in FY22, the 93,94,957 MSMEs that were registered on the site employed a total of 93,94,957 individuals.

1.4 CONTRIBUTION OF MSMEs IN GENERATING EMPLOYMENT AND EXPORTS

The contributions of India's micro, small & medium enterprises (MSMEs) to the country's economic development have been enormous. They are crucial to economic development because they facilitate industrialization and the formalization of the economy while also creating jobs for relatively modest capital expenses. They help reduce regional disparities, which is crucial for maintaining financial inclusion.[14]

As they contribute more than 30 percent to the GDP, MSMEs are rightfully acclaimed as the lifeblood and also reflection of economic progress and are a crucial cog in the exporting machinery, contributing close to half of all exports. If India is to reach its goal of becoming a \$5 trillion economy by 2024, the country's government must enhance the production and export contribution of micro, small, and medium-sized enterprises (MSME)In reality, the government has made MSME promotion a top priority as part of NITI Aayog's Strategy for New India@75 by putting extra effort into reducing credit shortages and encouraging businesses to use Industry 4.0 methods to boost productivity.[15]

II. LITERATURE REVIEW

Sancar, I.V., Duvenci, A. (2021) As discussed in further detail the manufacturing field related to MSME which is a major contributor to the country's GDP, earnings through exports, and number of people gainfully employed. MSMEs are widely recognized as the important and main channel of growth, development, political stability, and social strength of every industrialized nation. In terms of employment, this is also true to a significant degree in other emerging nations and even wealthy ones. According to chapter three, India's MSME sector has tremendous development potential across all sectors, from 6% in commerce to 20% in manufacturing, and is projected to achieve a total turnover of INR 1440 trillion (US\$ 1.92 Trillion) by 2020. As was previously said, in order for MSME to come out with flying colors, they need to break through entrenched restrictions. One such dramatic shift that will set them on the suggested development path is the widespread use of electronic commerce.[16]

Wrench, J.S. and Garcia, A.J., (2018) Providing raw materials in the form services and goods to agencies and NGOs. There are four groups of criteria that matter for MSMEs, In the United Kingdom to use e-commerce, according to another research. There are different factors having the external influences: market, government, industry, and customers; market, government, and industry knowledge and expertise; humanistic factors (the ability to use knowledge and experience); and technical elements (the availability and efficacy of internal resources) (Cost and security of technology). Adoption in Italy is primarily influenced by customer pressure, supplier pressure, and of the public administration, and also the government backing. Adoption drivers have been identified across a various types of business categorization variables; in Greece, company size is the most important. Businesses of all sizes in the Netherlands that have embraced e-commerce are benefiting from increased sales to the customers throughout the European Union.[17]

Carter, N.M.P., and Garcia, A.J., (2021) Financial advisors and consultancy organizations were also seen expanding their clientele base through online sales. Both Australian and Swedish Businesses demonstrate that improved internal efficiency and simplified processes are driving factors in their embrace of e-commerce. The research looked at the progress made by small business in Singapore and Australia while implementing e-commerce. Researchers in Australia found that e-commerce adoption was influenced by factors such as firm size, customer pressure, supplier interest, and government support, while Singaporean researchers found that firm size, management preparedness, and observational talent played an extra yardstick for the SMEs success. This suggests that elements contributing to the success of e-commerce deployment in SMEs will vary depending on location and where they are placed. Success in e-commerce depends on a company's readiness to adopt the technology, its ability to make the most of its resources, and its familiarity with its customers' needs and expectations.[18]

Carvalho, G.D.G. & Betim, L.M., (2021) Among the most important factors for small and medium-sized enterprises (SMEs) to consider when adopting a new technology are management support, security, and usability. Organizational Readiness, IS/IT Investment Evaluation & Benefits Realization, Employee Resistance, Internet Integration with Marketing Strategy, Policy makers at the top level, and Governmental Support affects most importantly regarding the rate at which MSMEs. In Taiwan adopt e-commerce. One research in Taiwan looked at how e-commerce has an impact on small-sized enterprises. In this research, we looked the uprising of online shopping has affected three crucial indicators: We examined the elements that helped e-commerce adoption by SMEs in Taiwan and came up with the following lists: customer satisfaction; process improvement; competitive advantage; marketing factor online advertisements; customer awareness; brand recognition; and operational factor quality improvement; better internal communications; payment security; Web design; information flow.[19]

Flaminiano, J.P. and Franciscob, J.P., (2020) Success in e-commerce may be more accurately and comprehensively understood through the lens of the model on migration to e-commerce than through the lens of a model on adoption alone. Nothing in regarding the hard data exists on the earnings made via online commerce. Those who aren't adopters have no online presence at all, and being just partial adopters have a presence in online media, and those who are adopters may depend on third-party support. The latter two forms of adoption do not need a substantial financial commitment from the company. Those that choose to carry with partners may generate e-commerce earning better than the expectation on their own, without having to depend on others and the hassles of maintaining their own website. There is no change or integration of technology into such enterprises. So not being genuine e-commerce migrants since they may or may not need IT-trained resources or a culture of digital technology. Adoption groups, such as non-adopters, prospective adopters, and adopters, are the dependent variable in the adoption model. The proportion of a company's revenues that come via online channels is the dependent variable in the migration model. Firm size, staff count, and industry classification are the dummy variables used as controls. The model includes the independent variables of technological integration, perceived hurdles, and partner utilization.[20]

III. METHODOLOGY

The information used in this research was collected in a secondary manner. This data comes from data published from the Departments like the Department of MSME website and the last Report fourth of MSMEs: In the regulated market. Analysis of data from India's fourth census on MSMEs focus on the sector's important role in the country.

IV. RESULTS

Table 1: Distribution Of MSME Employment

Area/sector	Micro	Small	Medium	Total working enterprises (in lakh)	Employment (in lakh)
Rural	6.87	0.19	0.01	7.07(45)	36.82(39.55)
Urban	7.98	0.57	0.02	8.57(55)	56.27(60.45)
All	14.85	0.76	0.03	15.64(100)	93.09(100)

The Variation of active businesses and jobs across both the parts or the regions is shown in Table -1. Five-and-a-half percent of the nation's MSME workforce is located in urban regions, where there is 8.57 lakh businesses. Sixty-four-point five percent of all MSME sector jobs are held by those living in urban areas, totaling 56.27 lakh. Although 7.07 lakh businesses were discovered in the countryside areas, representing 45% of all MSME sector businesses, the remaining 55% were found in developed areas of the nation where people are generally well informed of information and also technical knowledge . Around 39.55% of all workers are based in rural regions, which accounts for 36.82 lakh persons.

Table 2: Distribution Of Employment By Sector Wise

Sector	No. of Enterprises (In lakh)	Employment (in lakh)
Micro	14.85(94.94)	65.34(70.19)
Small	0.76(4.89)	23.43(25.17)
Medium	0.03(0.17)	4.32(4.64)
Total	15.64(100)	93.09(100)

Table 2 shows the breakdown of businesses and jobs by industry. With 14.85 million active businesses, the micro sector accounted for 94.94% of all active MSMEs and provided employment for 65.34 million people, or 70.19% of total MSMEs. In terms of both active businesses and total employment, microbusinesses are far and by the most prevalent. There were 4.89 percent of businesses in the MSME sector that were small businesses, while 0.17 percent of businesses were medium-sized. This equates to 0.76 lakh and 0.03 lakh active businesses.

Table 3: Distribution Of Employment By Type Of Activity In MSME Sector

Activity	No. of Enterprises (In lakh)	Employment (In lakh)
Manufacturing	10.50(67.10)	80.83(86.83)
Repair and Maintenances	2.52(16.13)	6.28(6.75)
Services	2.62(16.77)	5.98(6.42)
Total	15.64(100)	93.09(100)

Table 3 displays the MSME sector's Distribution of Businesses and Employment by Activity Type. As compared to the other two activities, Manufacturing businesses much outnumber and employ the most people. Ten and a half million businesses (or 67.10%) are engaged in manufacturing activities, while eighty and eighty-three thousand and three hundred thousand (or 86.83%) people are employed by the MSMEs sector as a whole.

V CONCLUSION:

MSMEs have the rare combination of minimal investment and significant job-creation potential. Distributing industries to previously underserved regions also help eliminate regional disparities. MSMEs in the Indian economy have good prospects. In particular, microbusinesses, provide the majority of new jobs and spark entrepreneurship at

the grass-roots level. These regions need royal treatment, which means being given top priority and being seen as important. Businesses like this, which rely heavily on human Labour but need little startup capital, can alleviate problems like poverty, unemployment, and geographical disparities. The government should invest in appropriate infrastructure and other assistance for this industry so that it may grow and thrive.

6. REFERENCES:

- [1]. Bhuyan, U., (2016). A Study on the Performance of Micro, Small and Medium Enterprises (MSMEs) in India. *Global Journal of Management and Business Research: A Administration and Management*,16 (9),2249-4588, pp.528-538
- [2]. Maru, M.K., (2015) Growth and Performance of Micro Small and Medium Enterprises (MSMEs) In India. *International Journal of Scientific Research* 1(1) 2277 – 8179, pp.14-15.
- [3]. Dwivedi, Y.K. and Kapoor, K.K., (2015). Social media marketing and advertising -The Marketing Review, Westburn Publishers Ltd.15(3), 1472-1384, online, pp. 289-309
- [4]. Bilas S. and Kale, B.S.,(2015). Micro, Small and Medium Enterprises – A Case Study of Maharashtra Micro, Small and Medium Enterprises – A Case Study of Maharashtra, *Indian Journal Of Applied Research*,5(8),2249-555X, pp. 125- 126
- [5]. Alves, H., Fernandes, N.C. and Raposo, N.C.,(2016). Social Media Marketing: A Literature Review And Implications: Implications Of Social Media Marketing. *Psychology & Marketing*, 33(12): pp.1029–1038
- [6]. Lakshmi, V., Mahboob, A. (2017). A study on the impact of social media on small and medium enterprises. *International Journal of Scientific Development and Research (IJS DR)* Volume 2, Issue 11 ISSN: 2455- 2631 page.64-71.
- [7]. Kapoor, K., and Nerur., S., (2017). Advances in Social Media Research: Past, Present, and Future Published online: This article is an open access publication *Info Syst Front*, pp.531–558.
- [8]. Kalyani, D.S. and Sindhuja, M. (2017). *International Journal of Management and Business Studies A Study on Problems of Small Scale Industry in Coimbatore District International Journal of Management and Business Studies* Vol. 22, n.4, ISSN 1028-2573, pp.192-199.
- [9]. Kumar, A., and Ayedee. N. (2018). Social media For Business Growth Of SMEs. *Journal of Management (JOM)*,5(3),2347- 3940, pp. 137–142,
- [10]. Haddad, H., Dugger, J.C., and Gill,P.,(2019). Exploring the Impact of Internal Social Media Usage on Employee Engagement, *Journal of Social Media for Organizations*, Published by the MITRE Corporation, 3(1), 2471-8351, pp. 1- 22.
- [11]. Bhosale, J. and Phadtare, R.G., (2020). Usage of Social Media Marketing for Small Business: A comparative analysis of various actions on social media. *Annual Research Journal of SCMS, Pune*, 8(1),2348–0661, pp. 63–73.
- [12]. Babu, S., Kumar, H.V.R and Subramaniam, S. (2020). Impact of Social Media on Work Performance at a Technopark in India. *Metamorphosis*,9(1), *Indian Institute of Management, Lucknow Reprints and permissions*, page.59–71.
- [13]. Effendi, M.I., Sugandini, D. and Istanto, Y. (2020). Social Media Adoption in SMEs Impacted by COVID-19: The TOE Model. *Journal of Asian Finance, Economics, and Business*. 7(11), 2288-4637, page.915–925.
- [14]. Gamo, K.G. and Gollagari, R., (2020) Role of Local Government and MSMEs Performance: The Case of Ethiopia. *International Journal of Small and Medium Enterprises*, Vol. 3(1), 2576-7712, pp.1–17.
- [15]. Chiarelli, A., (2020) The impact of dynamic capabilities and market orientation on firm performance: a case study of higher education consulting firms. *Small Business International Review- Research Articles*.5 (1), 2531-0046, pages 1-15.
- [16]. Sancar, I.V., Duvenci, A. (2021). Educational Potential of Facebook Use in Higher Education, *The Journal of Social Media in Society*, 10(2), Page 264-288.
- [17]. Wrench, J.S. and Garcia, A.J., (2018). Understanding College Students' Perceptions Regarding Mindfulness and Social Media. *The Journal of Social Media in Society*, 10(2), Page 27-45
- [18]. Carter, N.M.P., and Garcia, A.J., (2021). Understanding College Students' Perceptions Regarding Mindfulness and Social Media. *The Journal of Social Media in Society*,10(2,)page 27-45
- [19]. Carvalho, G.D.G. & Betim, L.M.,(2021). Innovation and Management in MSMEs: A Literature Review of Highly Cited Papers. *SAGE Open* .page.1–22.