





Integration of Technology and Marketing Activities Among Service SMEs in Emerging Economies: A Scoping Review

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ABSTRACT

Service small and medium enterprises (SMEs) are typically SMEs that operate in the service industry. In emerging economies, service SMEs can benefit from integrating technology and marketing activities to compete globally and drive growth. Further, service SMEs can compete with larger businesses with technology-driven marketing. Technology can differentiate an SME and create a unique value proposition, attracting customers and setting it apart. Social media advertising and email campaigns are often more cost-effective than traditional marketing channels such as print and television. The authors included a total of 32 articles published between the years 2013 and 2023 for in-depth analysis to address the issue under investigation. Findings indicated several effective digital marketing strategies to integrate technology and marketing activities among service SMEs in emerging economies, such as personalized marketing options, direct customer engagement, 24/7 availability options, and brand-building capabilities.

KEYWORDS

Arksey and O'Malley's Framework, Digital Marketing Strategies, Scoping Review, SMEs, Technology and Marketing Activities

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