

The author reviewed the literature on digital marketing and its usage on SMEs. Where it can be seen that the past research work done is on focusing social media and social users in country. Rather Government need to work upon its potential usage on these sectors to uplift the effectiveness of small business. The statistics provided by these reports are easily inference about the lack of studies in the sector of SMEs and digital marketing. Thus there is a need to create a proper blend of statistics and digital marketing in small and medium business enterprises in India.

CONCLUSION

Research methodologies employed in Digital Marketing research from 2005 – 2016 could be a very helpful resource to guide researchers searching for a suitable methodology in the area of Digital Marketing through providing a good understanding for the methodologies used by other researchers in the field. Despite of the rapid growth of digital marketing in the industry we can see a little advancement in SMEs. The literature work need to be progressed to give advancement to other beneficiaries of this research. Findings and issues of the paper will be highly useful for SSIs in framing their strategies, and academia for further research in the context of changing market scenario.

LIMITATION

Limitations represent the potential shortcomings of the study. The foremost is even after having many medium to go for a research the author based on newspaper study and journals available. This is due to the time limit of this study, and therefore, generalizations cannot be made.

NOTIONS FOR APPROACHING RESEARCHERS

There is still a need for further academic research within the field of digital marketing and SMEs participation. A suggestion for further research is to perform a quantitative, qualitative and conceptual research, where one can provide a new dimension to the study. This paper will help SMEs in shaping their competitive strategies and policy formulation by respective governments.

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