
Integration Uses and Gratifications Theory and Entrepreneurship Theory To Boost The MSMEs Marketing Performance Using Social Media

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Abstract	
Authors	W Novandari, A Suroso
Journal Name	Calitatea 24 (194), 60-68, 2023
Publish Year	2023
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"Integration Uses and Gratifications Theory and Entrepreneurship Theory To Boost The MSMEs Marketing Performance Using Social Media"
Author	Doctor of Philosophy WENI NOVANDARI, S.E., M.M.