



## The role of social media in SME's performance: Evidences from Yemen

Mugaahed Abdu Kaid Saleh<sup>1</sup>, Dr. Manjunath K. R.<sup>2</sup>, and Mohammed Mostafa Mohammed Qaied<sup>3</sup>

<sup>1</sup>Research Scholar, Department of Management and Business Administration, Kuvempu University, Shimoga, 577451, India [mugaahed@yahoo.com](mailto:mugaahed@yahoo.com)

<sup>2</sup>Associate professor, Department of Management and Business Administration, Kuvempu University, Shimoga, 577451, India, [manjurajappa@gmail.com](mailto:manjurajappa@gmail.com)

<sup>3</sup>Research Scholar, Department of Commerce, Kuvempu University, Shimoga, 577451, India. [mmmq220@hotmail.com](mailto:mmmq220@hotmail.com)

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**Abstract:** *This paper presents empirical evidence from Yemen (an underdeveloped economy) pertaining to the potential impact entrepreneurial orientation, entrepreneurial competencies of managers and adopting social media can have on the performance of SMEs. The primary data is collected from 330 SMEs in Yemen, and PLS-SEM analysis reveals a significant influence of all three variables on SMEs performance. Further, the results show that social media use is mediating the relationship between entrepreneurial orientation and performance, and does not mediate the relationship between entrepreneurial competencies of managers and SMEs performance.*

**Keywords:** Entrepreneurial Orientation, Entrepreneurial Competencies, Social Media Use, SMEs' Performance, Yemen.

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