REVOLUTIONIZING ENTREPRENEURSHIP: HOW SOCIAL COMMERCE SHAPES THE FUTURE OF BUSINESS IN THE DIGITAL ERA

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ABSTRACT

Social commerce has emerged as a significant innovation in transforming entrepreneurship in the digital era. By integrating social media and e-commerce, social commerce enables more personalized and relevant customer interactions while creating substantial opportunities for businesses, particularly SMEs, to expand their global market reach. A literature review of 25 articles revealed that technologies such as Artificial Intelligence (AI), blockchain, and the Internet of Things (IoT) contribute to enhancing operational efficiency and customer experience. Additionally, innovations like the Metaverse provide immersive marketing experiences that broaden business scopes. However, challenges such as low digital literacy and data security risks remain obstacles to overcome. Social commerce demonstrates great potential to shape a more inclusive, relevant, and sustainable future for businesses through the strategic utilization of digital technologies.

Keywords : *Social Commerce, Digital Entrepreneurship, Business Transformation, Digital Technology, Metaverse*

INTRODUCTION

The development of digital technology has revolutionized various aspects of human life, including the business world. In the digital era, the concept of entrepreneurship has undergone significant transformation through the integration of technology as a core component in business operations and strategies. (Sari et al., 2024). One of the most prominent phenomena is the emergence of social commerce, a fusion of social media and e-commerce that reshapes how individuals and companies conduct their business activities. Social commerce offers vast opportunities for entrepreneurs to reach larger and more diverse markets in a more personalized and interactive manner. This aligns with research findings indicating that direct interaction with customers via social media can enhance trust and customer loyalty. (Putra et al., 2023).

In recent years, social commerce has rapidly developed as a business model that integrates social aspects with digital trade. According to a report by Statista (2022), the social commerce market value is projected to reach trillions of dollars by 2025. This phenomenon not only highlights its immense economic potential but also underscores the importance of understanding the dynamics and effective strategies for leveraging these platforms. For instance, platforms like Instagram, TikTok, and Facebook now serve not only as communication tools but also as primary channels for selling products and services. (Bendali-Braham et al., 2021). The concept of social commerce is rooted in the principle of social interaction, which fosters a more immersive customer experience. Through features such as product reviews, live streaming, and interactive discussions, social commerce creates an environment that allows customers to feel more engaged in the purchasing process. This is further supported by intelligent algorithms enabling personalized content and product recommendations, thereby increasing the likelihood of sales conversions. In this context, entrepreneurs play a pivotal role in strategically utilizing these tools and features to achieve their business objectives. (Bernovskis et al., 2024).

However, the success of social commerce is not solely dependent on technological adoption but also on a deep understanding of consumer behavior in the digital age. (Triwijayati et al., 2023). Modern consumers tend to seek authentic and relevant experiences, which can be delivered through engaging content and focused marketing strategies. Therefore, it is crucial for entrepreneurs to understand how to utilize data and analytics to develop effective and efficient strategies. (Sono et al., 2023).

Additionally, social commerce provides opportunities for small and medium-sized enterprises (SMEs) to compete with larger corporations. (Andriani et al., 2024). With relatively low costs, SMEs can use social media to build their brand, reach new customers, and expand their market reach. For example, research indicates that the use of influencer marketing on platforms such as Instagram can boost brand awareness by up to 80%. This demonstrates that social commerce is a powerful tool for democratizing access to global markets. (Putra et al., 2023)

Nevertheless, adopting social commerce also poses challenges. One significant issue is how entrepreneurs can maintain customer trust in a digital environment fraught with security and privacy risks. (Triwijayati et al., 2023). Online fraud and data breaches are frequent obstacles that deter consumers from engaging in digital transactions. Thus, it is crucial for entrepreneurs to implement stringent security measures and transparency in their business operations. (Liubana et al., 2023).

In the Indonesian context, social commerce has substantial potential to drive digital economic growth. With the increasing number of internet and social media users, Indonesia represents a vast market for social commerce. According to a report by We Are Social (2023), over 70% of Indonesia's

population are active social media users, creating extraordinary opportunities for entrepreneurs to leverage these platforms.

Thus, this article aims to explore how social commerce can shape the future of business in the digital era. Through an in-depth literature review, this study seeks to identify the opportunities, challenges, and strategies entrepreneurs can employ to successfully utilize social commerce as a tool for innovation and business growth.

METHOD

The research method employed in this study is a literature review. This approach involves acquiring relevant data sources related to the problem or research topic under investigation. (Dinelti Fitria et al., 2022). The literature review process entails the researchers collecting a series of related scientific research articles using databases such as Science Direct, Google Scholar, and IEEE Xplore. The selection of articles from these databases was limited using the keywords "Revolutionizing Entrepreneurship: How Social Commerce Shapes the Future of Business in the Digital Era" for the period between 2020 and 2024. The focus of this literature review centers on exploring how social commerce shapes the future of business in the digital era. This technique relies on scientific articles as the primary data source analyzed by the researchers without requiring direct field observation. (Doyle et al., 2024).

Searches conducted through the Science Direct database using the first keyword, "Revolutionizing Entrepreneurship: How Social Commerce Shapes the Future of Business in the Digital Era," yielded 273 articles, while the second keyword, "Digital Entrepreneur," resulted in 200 articles. Subsequently, a combined search using both keywords with filters for the period 2020–2024, full text, and relevance to the research theme produced 42 research articles. Similarly, searches on the Google Scholar database using the keywords "Merevolusi Kewirausahaan: Bagaimana Social Commerce Membentuk Masa Depan Bisnis di Era Digital" and "Digital Entrepreneur" yielded 399 articles. Meanwhile, searches on the IEEE Xplore database with the combined keywords "Revolutionizing Entrepreneurship: How Social Commerce Shapes the Future of Business in the Digital Era" and "Digital Entrepreneur" resulted in 75 research articles. Based on these searches across the three databases, a total of 947 scientific research articles were identified. These articles underwent a process of identification, screening, and eligibility using inclusion and exclusion criteria.

RESULTS AND DISCUSSIONS

Results

Based on the search results for scientific research articles, several studies related to Revolutionizing Entrepreneurship: How Social Commerce Shapes the Future of Business in the Digital Era were identified. During the identification stage, 947 articles were retrieved from various databases. A screening process was then conducted to filter these articles, resulting in a reduced total of 227 articles. Subsequently, through the eligibility stage (evaluating appropriateness and relevance), 57 articles were found to meet the criteria. Finally, by assessing the relevance of these articles to the topic How Social Commerce Shapes the Future of Business in the Digital Era, 25 articles were selected for further review and analysis.

The references for the articles obtained from the Science Direct database were searched using the keywords "Revolutionizing Entrepreneurship: How Social Commerce Shapes the Future of Business in the Digital Era" and "Digital Entrepreneur."

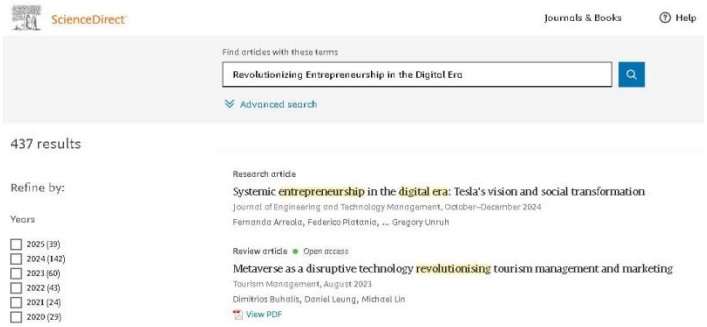


Figure 1. Literature exploration through the Science Direct database.

Subsequently, a search for scientific reference articles in the Google Scholar database was conducted using the keywords "Revolutionizing Entrepreneurship: How Social Commerce Shapes the Future of Business in the Digital Era" and "Digital Entrepreneur."

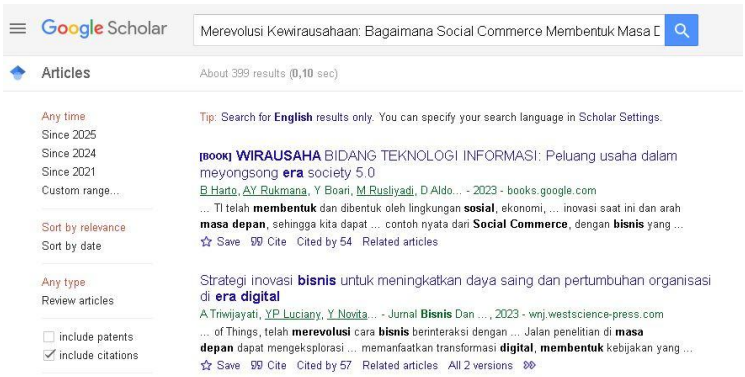


Figure 2. Literature exploration through the Google Scholar database.

Then, a search for scientific reference articles in the IEEE Xplore database was conducted using the keywords "Revolutionizing Entrepreneurship: How Social Commerce Shapes the Future of Business in the Digital Era" and "Digital Entrepreneur."

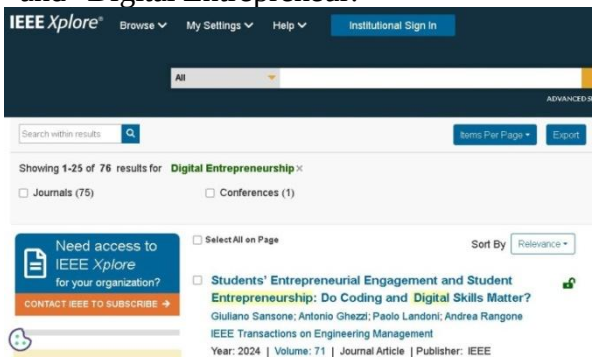


Figure 3. Literature exploration through the IEEE Xplore database.

During the literature search stage, a flow diagram was created, involving three different databases, as illustrated in the following representation:

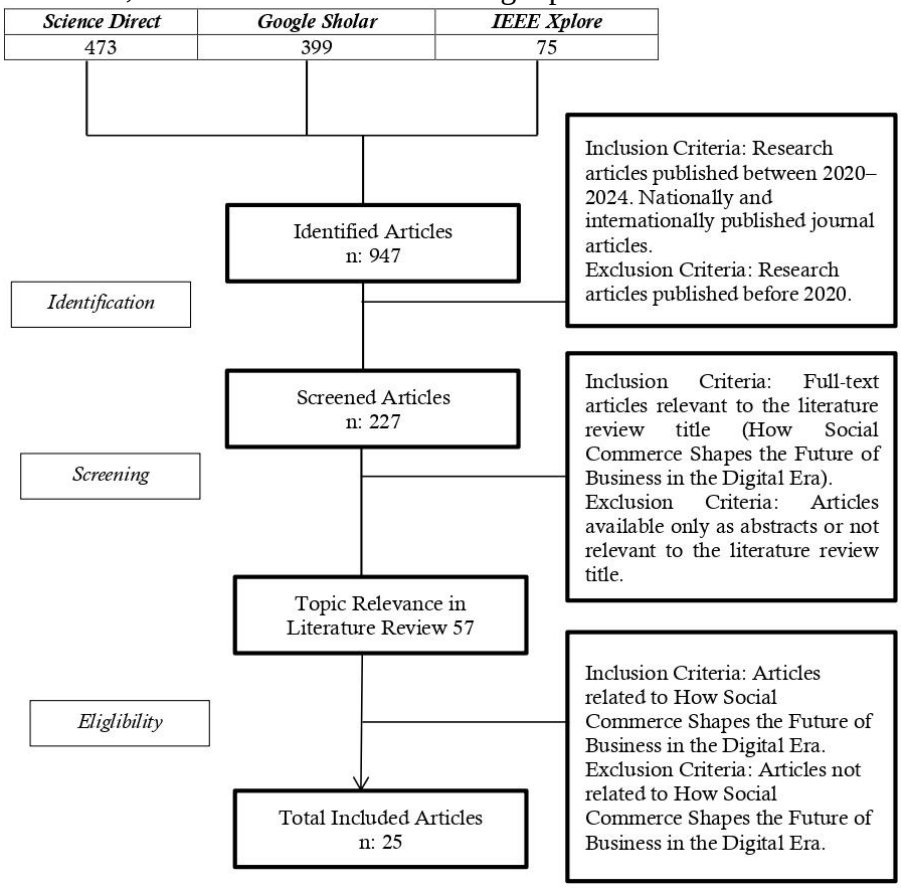


Figure 4. Flowchart Of The Literature Search Process

Through the literature review process, 25 research articles were identified that met the inclusion criteria. These articles specifically discuss How Social Commerce Shapes the Future of Business in the Digital Era.

Table 1. Evaluation of Reference Articles (Literature)

No	Writer	Title	Method	Results	Conclusion
1	(Bernovskis et al., 2024)	Society 5.0: Shaping the Future of E-Commerce	Literature Review	Society 5.0 leverages AI, blockchain , and IoT For increase personalizatio n , security , and e-commerce efficiency .	Society 5.0 technology can revolutionizing e-commerce with focus on sustainability And transparency , but need studies empirical more carry on .

2	(Kalleya et al., 2024)	An Innovative Artificial Intelligence-Based Visualization and Rendering for E-Commerce Startup Booth Design	Mixed-method (Qualitative & Quantitative)	AI integration in booth design rendering improves involvement user And visual quality .	AI technology helps simplify the interior design process and increase satisfaction user .
3	(Asanprakit & Kraiwanit, 2023)	Causal Factors Influencing the Use of Social Commerce Platforms	Structural Equation Model (SEM), data from 400 social commerce platform users in Thailand	Factor social , technology , platform characteristics , and economy influence use And motivation social commerce users .	Social commerce has potential big in growth economy , especially in developing countries develop like Thailand.
4	(He et al., 2024)	The Role of Strategic Orientations for Digital Innovation: When Entrepreneurship Meets Sustainability	Analysis regression hierarchical , primary data and secondary from 350 companies manufacturing	Orientation sustainability increase digital innovation , but the effect reduce If there is orientation strong entrepreneurship or complexity technology tall .	Adjustment strategy between orientation strategic And digital technology is important For push optimal digital innovation .
5	(Shore et al., 2024)	Building Entrepreneurial Resilience During Crisis Using Generative AI: An Empirical Study on SMEs	Cross-sectional survey with 87 SME respondents in France , analysis use	AI and EO Gen support resilience entrepreneurship , but turbulence market own effect	AI Gen helps build resilience entrepreneurship , but its effectiveness depends on condition market .

			WarpPLS 7.0	moderation negative .	
6	(Wibowo et al., 2023)	How does digital entrepreneurship education promote entrepreneurial intention? The role of social media and entrepreneurial intuition	Survey against 270 students in Indonesia, analysis using Partial Least Square Structural Equation Modeling (PLS-SEM)	Education digital entrepreneurship is influential positive to intention digital entrepreneurship through social media And intuition entrepreneurship as a mediator.	Social media And intuition entrepreneurship mediate connection between education digital entrepreneurship and intention digital entrepreneurship .
7	(Panagariya, 2022)	Digital revolution, financial infrastructure, and entrepreneurship: The case of India	Analysis descriptive , with discussion about influence fintech to entrepreneurship in india	Aadhaar as identity biometrics facilitate digital transactions ; Fintech accelerates inclusion finance And support innovation entrepreneurship .	Technology digital finance support entrepreneurship through efficiency transaction , inclusion finance , and innovation .
8	(Nguyen et al., 2024)	Fintech literacy and digital entrepreneurial intention: Mediator and Moderator Effect	Survey against 466 students universities in Vietnam, using Structural Equation Modeling (SEM) with bootstrapping method	Dimensions literacy fintech (blockchain , crowdfunding, and AI literacy) influences intention digital entrepreneurship through attitude to	Literacy fintech And support family influence intention student For entrepreneurship digitally in Vietnam, showing importance digital literacy in education

				digital entrepreneurship and control perceived behavior .	entrepreneurship .
9	(Santos et al., 2024)	Technological challenges faced by Digital Influencers in Brazil: perceptions of women from generations X, Y and Z	Studies qualitative explorative with interview open on nine female digital influencers from generation X, Y, and Z.	Challenge technology covering new platform adaptation , control emotional , looking for involvement , and Updates sustainable .	Literacy fintech And support family influence intention student For entrepreneurship digitally in Vietnam, showing importance digital literacy in education entrepreneurship .
10.	(Imjai et al., 2024)	The influence of AI competency and design thinking skills on innovative entrepreneurial competency: The role of strategic intelligence among new age entrepreneurs in Thailand	Analysis using Structural Equation Modeling (SEM) on 187 management program students And entrepreneurship .	AI Competence and design thinking skills significant increase capacity innovation entrepreneurship in Thailand.	Integration AI and design thinking competencies in training entrepreneurship required For prepare businessman face challenge the growing digital economy .
11.	(Sansone et al., 2024)	Students' Entrepreneurial Engagement and Student Entrepreneurship: Do Coding and Digital Skills Matter?	Survey against 2608 Italian students using analysis regression For test	Coding and digital skills in general significant increase involvement And entrepreneurship student	Integration coding and digital skills in curriculum university can increase intention And activity

			connection between coding and digital skills with involvement entrepreneurship .	through human capital enhancement And social .	entrepreneurship student .
12.	(Xie et al., 2020)	How Digital Business Penetration Influences Farmers' Sense of Economic Gain: The Role of Farmers' Entrepreneurial Orientation and Market Responsiveness	Survey against 343 farmers in the village traditional China , analysis mediation And moderation For evaluate role orientation entrepreneurship (EO) and response market .	Penetration digital business increases satisfaction economy farmer through EO mediation and moderation response market .	Digitalization And adaptation to market can increase income And satisfaction economy farmers in the area isolated .
13.	(Jorzik et al., 2024)	Artificial Intelligence-Enabled Business Model Innovation: Competencies and Roles of Top Management	Approach inductive with semi-structured interview against 47 practitioners For develop grounded theory related role And competence management peak .	Competence main covering AI understanding , patterns AI thinking , ability AI leadership , and skills in business model innovation AI based .	Management peak need competence And role special For support business model innovation AI based in organization .

14.	(Yang et al., 2024)	Modeling the 6G Software Business Ecosystem: A Look Ahead	Approach analysis morphological (MA) in future studies For modeling ecosystem business device 6G software .	6G ecosystem consists of from four block main : vision , stakeholders interests , relationships complex , as well as opportunity And challenge key .	Ecosystem model device 6G software can help stakeholders interest in understand challenge And opportunity in the era of technology new .
15.	(Sari et al., 2024)	The Role of E-Business in Development of MSMEs with Leveraging Digital Marketing	Studies descriptive about changes in MSMEs post-pandemic with focus on digitalization business And digital marketing .	MSMEs that adopt digital marketing are able to expand market , increase visibility , and give more service fast to customer .	Digitalization through e-business and digital marketing is important for MSMEs to still competitive in the digital business era .
16.	(Rohmaniah & Sri Pudjiarti, 2024)	Role Leadership in Adapting Business to the Era of Revolution Digital Industry : Study Case And The implications	Studies case on digital transformation in organization business	Adaptive leadership to digital technology influences success transformation business in the era of Revolution 4.0.	Leadership innovative And digitalization very important For adaptation business in the era of revolution Digital Industry .
17.	(Alamsyah & Budiman, 2024)	Digitalpreneurship Mastery: Understanding And Applying Draft Digital Entrepreneurship for	Studies explorative use analysis market local Sukabumi	Strategy digital entrepreneurship , such as use of e-commerce and social media ,	Digital entrepreneurship can become solution innovative For develop business in the

		Success Business Culinary Chicken	And adaptation digital strategy	increasing Power competition business culinary .	digital era, especially in the sector culinary .
18.	(Laksmono et al., 2024)	The Influence of Digital Marketing, E-Commerce, and Knowledge Entrepreneurship to Interest Entrepreneurship Generation Millennials	Study quantitative with survey to 100 respondents generation millennials in Yogyakarta	Digital marketing, e-commerce, and knowledge entrepreneurship influential positive significant to interest entrepreneurship .	Role technology And knowledge entrepreneurship very important in develop interest entrepreneurship generation millennials .
19.	(Liubana et al., 2023)	Influence Strategy Digital Marketing , Brand Image , and Loyalty Customer to Performance Sale Fashion Products on Shopee	Approach quantitative with SEM-PLS on 231 customers Shopee	Strategy digital marketing , image brand , and loyalty customer each other support For increase performance sale .	Combination digital strategy , loyalty customers , and image brand very effective For performance business in e-commerce.
20.	(Andriani et al., 2024)	Influence Orientation Entrepreneurship And Adoption of E-Commerce towards MSME Performance	Systematic Literature Review (SLR) on various journal scientific for 10 years final	Orientation entrepreneurship facilitate adaptation technology through e-commerce for increase Power competition And MSME performance .	Combination digital strategy , loyalty customers , and image brand very effective For performance business in e-commerce.
21.	(Fadilah, 2022)	Strategy Digital Marketing in Push Success	Analysis bibliometrics with data from	Digital marketing plays a role role important	Digitalization through digital marketing is very important

		Entrepreneurs hip in the Digital Age	Scopus and peer-reviewed article	in success businessman through digital visibility and involvement customer .	For success business in the digital age.
22.	(Putra et al., 2023)	Utilization of E-Commerce in Marketing Results Agriculture : Advantages And Challenges in the Digital Age	Analysis bibliometri cs based on literature academic , conferences , and publication scientific	E-commerce is increasing access market product agriculture , but there is challenge like digital divide and literacy technology .	E-commerce can optimize marketing results agriculture , but need effort overcome challenge technology And access .
23.	(Chusumastu ti et al., 2023)	Digital Disruption and Transformatio n Economics : Analyzing The Impact of E-commerce on Industry Traditional	Analysis bibliometri cs based on literature academic , conferences , and publication scientific	E-commerce revolutionizes industry traditional with increase efficiency , but challenging business models conventional .	Digital transformation creates opportunity new but need significant adaptation from industry traditional .
24.	(Triwijayati et al., 2023)	Strategy Innovation Business For Increase Power Competition And Growth Organizations in the Digital Age	Approach qualitative with analysis thematic semi-structured interview on owner And SME Manager	E-commerce and digital strategy drives Power MSME competitivene ss through innovation products , processes, and marketing .	MSMEs must adopt strategy innovation digital based for increase Power competition And growth in the digital economy era .
25.	(Buhalis et al., 2023)	Metaverse as a Disruptive Technology Revolutionizin g Tourism	Review literature systematic from publication scientific ,	Metaverse offer experience tour immersive that encourages	Metaverse estimated will revolutionize management tourist with create

	Management and Marketing	report industry , and media	planning travel , interaction customers , and promotion destination tour .	experience tour virtual that supports behavior tourists .

Discussion

Social commerce has emerged as one of the most significant innovations revolutionizing entrepreneurship in the digital era. Based on an analysis of 25 relevant articles, social commerce combines the power of social media and e-commerce to create a more personalized, interactive, and customer-centric business model. Research by Saranchana Asanprakit et al. demonstrates that social, technological, and economic factors play a major role in the adoption of social commerce, especially in developing countries like Thailand. This underscores that social commerce provides substantial opportunities for businesses to reach broader and more diverse markets while strengthening customer relationships through more personalized interactions.

Additionally, the integration of digital technologies such as Artificial Intelligence (AI), blockchain, and the Internet of Things (IoT) has become a key enabler of social commerce development. These technologies allow for content personalization, operational efficiency, and enhanced user experiences. For example, research by Calista Kalleya et al. found that the application of AI in e-commerce booth design enhances user engagement and visual quality. Similarly, Arturs Bernovskis et al. highlight that Society 5.0, leveraging IoT and blockchain, can create a more transparent and sustainable e-commerce ecosystem. Thus, digital technologies not only improve competitiveness but also create new opportunities in social commerce-based business models.

Social commerce also presents significant opportunities for Small and Medium Enterprises (SMEs) to compete in global markets. Research by Anna Triwijayati et al. indicates that SMEs adopting digital strategies like e-commerce and social media marketing can enhance competitiveness and expand market reach. This is particularly relevant in the context of Indonesia, where SMEs form the backbone of the economy. With relatively low costs, SMEs can utilize social commerce to build brands, attract new customers, and significantly increase sales.

However, the adoption of social commerce does not come without challenges, especially in terms of digital literacy and data security. Research by Dyan Triana Putra et al. notes that technological literacy is a key barrier to the use of e-commerce in the agricultural sector. Additionally, data security and privacy remain critical concerns, often hindering the adoption of social commerce. Online fraud and data breaches pose significant challenges that businesses must address to maintain customer trust. Thus, while social commerce offers vast opportunities, its success largely depends on the ability of businesses to overcome these challenges.

Emerging technologies such as the Metaverse are expected to further expand the scope of social commerce in the future. Research by Dimitrios Buhalis et al. reveals that the Metaverse offers immersive experiences, allowing customers to virtually explore products and services before purchasing. This technology not only enhances customer interactions but also provides new opportunities in travel planning and destination promotion. These findings indicate that social

commerce continues to evolve by leveraging advanced technologies to create more engaging and relevant customer experiences.

Moreover, Generative AI has become a strategic tool supporting business resilience in facing market challenges. Research by Adam Shore et al. highlights how Generative AI can improve business durability by enabling entrepreneurs to design innovative products and predict consumer needs more accurately. Consequently, AI not only increases operational efficiency but also helps businesses navigate market uncertainties.

Digital entrepreneurship education also plays a crucial role in building skills relevant to social commerce. Research by Agus Wibowo et al. demonstrates that social media and entrepreneurial intuition serve as strong mediators in enhancing students' entrepreneurial intentions. This underscores the importance of digital education in fostering entrepreneurial skills aligned with the demands of the digital era.

In traditional sectors such as agriculture, social commerce has proven to have a positive impact. Research by Dyan Triana Putra et al. found that e-commerce allows farmers to reach new markets despite digital literacy barriers. These findings show that social commerce has broad applications across various sectors, driving comprehensive economic transformation.

Of the 25 articles reviewed, 18 directly align with the theme of social commerce and digital transformation in entrepreneurship. These articles consistently highlight that social commerce plays a key role in creating new opportunities for businesses across various sectors, demonstrating the relevance of the article's title to the findings.

Overall, the results confirm that social commerce is a revolutionary tool in entrepreneurship during the digital era. Despite challenges such as technological disparities and data security concerns, the opportunities offered by social commerce are far greater. By leveraging the latest technologies and innovative strategies, social commerce can shape a more inclusive, sustainable, and consumer-relevant future for businesses.

CONCLUSIONS

Based on a review of 25 relevant articles, it can be concluded that social commerce is a digital innovation that has revolutionized entrepreneurship in the digital era. By combining social media and e-commerce, social commerce creates a more personalized, interactive, and customer-centric business model. A total of 18 articles support the relevance of the research title, highlighting how social commerce serves as a driving force in shaping the future of business. Technologies such as Artificial Intelligence (AI), blockchain, and the Internet of Things (IoT) have played critical roles in enhancing operational efficiency and customer experiences, while innovations like the Metaverse offer new potentials for immersive marketing and deeper customer interactions.

For Micro, Small, and Medium Enterprises (MSMEs), social commerce provides opportunities to expand markets at low costs, improve competitiveness, and strengthen customer relationships. However, challenges such as low digital literacy and data security issues remain significant barriers. Research indicates that technological education and better data security practices are necessary to address these obstacles. Additionally, Generative AI serves as a strategic tool that can help businesses design innovative products and predict consumer needs, thereby enhancing business resilience amidst market uncertainties.

Overall, social commerce has proven to be a revolutionary tool for democratizing global market access and supporting sustainable business growth. By leveraging the latest technologies and

innovative strategies, businesses can shape a more inclusive and consumer-relevant future. Existing challenges can be mitigated through strategic adoption of technology, establishing social commerce as a critical pillar in the transformation of the digital economy.

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