

Presenting A Conceptual Model for A Marketing System Based on Social Media Platforms

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Abstract

In today's world, electronic marketing has a great influence on information technology's developments. One of the significant domains to investigate in marketing field is social media networking which has a considerable modification of different societies all around the world. Social media sites have become popular places for exchanging information and building relations among members to have an unlimited communication. Social media marketing offers fantastic opportunities for SMEs and MSMEs to connect globally. Using proper marketing tactics and creative business management analysis can help associations to have an optimization in boosting profitability as a result. Information technology also impact on company's efficiency planning business strategies in marketing mix. Social media has become an essential asset for businesses of every scale. Using artificial intelligence can helpful to upgrade marketing scheme that equip businesses for better adaptation to reach ultimate triumph. This article examines the role of social media from different aspects in the contemporary century.

Keywords: social media, Social Media Marketing, Strategies, SMEs, MSMEs, Business Management Analysis, Artificial Intelligence (AI)

1- Introduction

In the past, human's knowledge and facilities were less than the present time. Technological advancements of the recent century are incredible. It is interesting that rapid technological developments and new emergence of revolution in electronic science is because of high speed changes in innovation. So, transformational changes from the classical point of view to digital era influenced by massive changes in the amount of data processing. In the new era, one must look realistically in order to do business activities at an international level. This is because the old strategies are no longer useful and should apply for new methods in accordance with the time to achieve the greatest efficiency and effectiveness. A remarkable point is that as far as new studies show digital marketing is the only marketing field that could influence the world of business. Before, through advertisement and mobile applications share of business with other parties was possible in the marketing from the classical outdated point of view without

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using the new technologies. In the modern world, electronic marketing tasks are mostly possible through using communication skills among the organizations. Innovation is the key of success for the digital transition. Using mathematical calculations and statistical patterns could lead to achieve satisfactory outcomes also, they are helpful to have a better understanding about logical trends and evaluation forecasting in the electronic technologies (Nuseir & Refae, 2024; Taghipour et al., 2023; Foukolaei et al., 2017). Besides, by benefiting from the revolution of the fourth industry, smart systems with higher efficiency along with digital marketing can increase production and make a significant contribution to the advancement of science and technology. This industry has also changed the industrial operation in artificial intelligence. These extensive changes have facilitated the production of systems, which has finally caused an immediate response to the changes in today's amazing world. These smart changes have improved productivity as well as the flourishing of innovative ideas for more sustainable systems. Additionally, regarding the Internet of Things, it is a new possibility of communication for devices to make them connect to the worldwide Internet. Through this way, it is possible to exchange the unlimited information at the real time to obtain the access of different sciences. With this extraordinary ability of IoT, the pathway to access many unknown resources continuously improving gradually to understand its inherent nature and reach to a deeper knowledge in this field. The reason for choosing the topic is that because in today's society the usage of social media has become much more widespread than before, therefore all the people are somehow get involved with social pages and are familiar with this matter. Further, this article examines cause-and-effect relationships, which can be a suitable guide for implementing social media-based systems. The guide can be valuable in other future works, and this guide path may not be presented from the same point of view that I intended.

2- Literature Review

Consumers always are engaging with brand adventures due to their daily consumptions. The role of social media in relation to a particular brand can be very effective. Based on the information and surveys of social media, it is possible to reach insights and priorities of customers, which have a considerable impact on the production of products and branding of enterprises. Social media platforms have received more attention from users rather than before in terms of influencer marketing in the cyberspace. The new social media world of digital marketing has already changed the pathway and atmosphere of businesses. In such way, that networks benefit from the new opportunities and credibility of influencers in order to communicate closely with consumers. The result of the research is that the combination of social media approaches with new digital marketing strategies indicate a striking transition in better interaction with target audience, so all these changes allow organizations to be more compatible and user-friendly to apply the latest tactics for the customers (Punjabi et al., 2024; Ghaedi et al., 2024; Zaraati et al., 2024). This article examines the impact of multiple marketing factors on social media as well as their effects on consumers, including brand reputation and loyalty, how customers interact with retail items. In addition, the identification and analysis of marketing initiatives, purchase patterns and effective mechanisms based on understanding consumer behavior that ultimately led to a confident purchase of the customer are effective. The obvious role of social media in the field of marketing is more focus around customer orientation along with more interactive and personalized communication strategies from the consumer's point of view. In general, customer interaction and having different approaches in social media marketing are among the basic elements that can have a deep impact on how customers behave. This article emphasizes the important role of social media in the modern world as a vital element in recovery, and also pays much attention to the use of marketing mix along with new methods that help attract more customers (Anjorin et al., 2024). In the industrial

revolution 4.0 E-commerce greatly impact on MSMEs in terms of bringing innovative strategies in marketing field. The examination of E-commerce in many firms to adopt with drastic global businesses are very significant in order to have better stability as well as higher market share comparing to other rivalry in the market. This situation also, could help the institutions to boost competition level, efficient performance which is leading to increase customer's engagements globally. Using advanced marketing techniques through the social media channels could cause more visibility and accessible to become a well-known brand and common world of mouth in the massive competitive world. As a result, the research study points out about complicated difficulties and opportunities for MSMEs in the digital environment. Such as, the necessity of skills improvement for digitalization and to be updated. Preparing proper guidelines for the future users and try to have sustainable environment for the MSMEs could help to create a better world to live in. Through this study, it is possible to gain a more detailed understanding of e-commerce and its impact on MSMEs in the era of the fourth industrial revolution, and strive for further development of companies along with continued stability and prosperity in this field (Sugiharto, 2024). Digital marketing is a new field related to the development of marketing horizons and sustainability dimensions. The goal of digital marketing in line with the science of information technology is to help recognize the reality of recent changes and find appropriate solutions to face challenges. Advanced social media marketing plays a very important supporting role for MSMEs and enables them to easily establish positive and productive relationships with customers. The purpose of this research is to study marketing methods that enable MSMEs to identify new approaches and use those tools to achieve recovery improvements. These include e-commerce, social media and cyberspace in general. On the other hand, information systems are very effective in helping to organize and manage data, as well as their detailed analysis, which leads to correct and timely decisions on various issues (Ohara et al., 2024).

Raising children from the moment of birth is very important and parents should do their best in this matter. Because the character and nature of the child is formed in childhood. As the first teachers, parents play a very important role in raising and educating their children. In this growth path, parents along with teachers in the school have a complementary role inside and outside the educational environment of the school, which is very effective. The complexities of today's world are much more than before and all people have no choice but to cope and learn cognitive skills. One of such issues is the correct and appropriate use of virtual pages and the Internet, in which children should receive the necessary training in order to gain general knowledge. The training of parents in these cases has been significant because children are involved in using virtual pages, for example, for their education, like other members of society. Same as other tools, social media has advantages and disadvantages. In this study, the constructive and important role of these pages regarding the education of children with the management and control of parents is discussed. Using wide and inclusive educational communication facilities, the role of social media in relation to parents' participation in children's education is investigated (Sunarso et al., 2024). Social media has played a very important role in the issue of communication, which has spread widely today and affected different societies. Considering the conditions of the current world, the use of social media can be much bolder than ever in terms of establishing connections between different cultures that exist all over the world and the efforts of different nations to find points of commonality between different ethnicities in the world. Because human nature in all human beings can be considered as a point of unity and cover the distances between them which are considered as bridging gap (Junaedi et al., 2024). There are ambiguous cases such as dense information or minor misunderstandings. Digital marketing plays a key role in this and can cause solidarity and recognition of values and beliefs between governments and nations (Fazil et al., 2024).

Investigation of the article demonstrates the significant function of marketing of digital considering with Internet of things technology that have wide impact on strategies of marketing and client's participation for this study. The main goal of the research is to evaluate insights for marketing transformation. Also, IoT empower marketers to conduct a series of data at the real-time for more concentrated personalized strategies. The study is dealing with IoT devices as a new gate for digital marketing to have more two-sided interactions. Moreover, the matter regarding the IoT for digital tools is about the security. Having safe and secure frameworks is necessary for the landscape. IoT is useful for optimization which leads to have a responsive and more dynamic approaches for better communications. At the end, the research exploring for the future innovative studies covering by implications and recommendations about IoT techniques (Okorie et al., 2024). The study of this research shows the credibility of virtual networks and the impact of customers' attitudes about their chosen brands. In general, there are three dimensions in this field. Video content credit (VCC), platform credit (PL) and branding credit (BC). The three mentioned factors have a great impact on people's attitude as consumers of products, which ultimately leads to their choice in the last step ("Research on the Effect of Social Media Marketing Credibility on Consumer Attitudes," 2024). The current era, which is named as the era of communication, is very effective in the formation and development of the global brand, and it points to the use of innovative methods and tools in this matter as the main factor of progress compared to other competitors. Today, many big companies in the world are looking for further promotion to expand the brand of the company through social media networks. Despite the great potential, extensive campaign networks are still unknown and require more in-depth investigations. Also, this article examines the effectiveness of SMM as an important factor in the globalization of the brand with cultural dimensions, communication with customers and other factors in order to finally reach a favorable result that can be seen in the image of the lasting brand in the mind of the customer, the level of their loyalty. As mentioned, the consistent use of a particular brand in this article. By using practical solutions and new initiatives on how to manage the brand globally and having a forward-looking view of the future developments with a different view of the integration of digital principles, an important step can be taken in this field and be more hopeful for the future (Yuefei et al., 2024).

The study attempt is focused around investigating the effectiveness of social media in digital competition. Social media is still a new phenomenon and has become an integral part of today's life. It has provided new opportunities for businesses to grow and improve to expand new strategies to the latest one in order to be more compatible with employing good values, ethics in the firms to make new connections with others to be more visible creating friendly environment at workplaces. Digital marketing is currently in the center of attention because it is an attractive source and can cause positive effects on the performance of different organizations. In general, the most common types of social media in marketing are such as, social media advertising, social media management, content marketing and influencer marketing and so forth. Also, according to recent research studies marketers approximately spend minimum forty hours per week on media channels (Reyvina et al., 2024). Moreover, similar to other items in the world, social media has many pros and cons including, brand awareness, consumer satisfaction, cost efficiency, direct connection with target audience, while the drawbacks can be addiction, cyber bullying, fake news and risks of privacy. In addition, regarding target audience interacting on social media refers to all the people who can access to the Internet globally for communication and hiring purposes. The most common social media platforms are such as, Facebook, LinkedIn, Instagram, and Twitter and so on (Ohara et al., 2024). Furthermore, social media enables a competitive situation for SMEs to struggle with other huge companies. SMEs can expand their horizon and communicate with their spectator

by strategic planning of social media around the world. To help with trading process to remain novelty seeking, the emergence of influencers in marketing caused a huge transformation in social media platforms. The status of the influencers is increasing due to the non-stop development of the technology (Pangeran et al., 2024). This situation prepares a wonderful opportunity for SMEs gaining more fame and access to a lot of viewers by means of famous celebrities in the variety of channels. The media provide an attractive place for many enterprises to take customer’s attention in terms of social benefits to get more followers and subscription for the desired page to become unique and popular by advertising. The scope of activities for smaller corporations is far more limited than the enormous associations therefore, number of challenges that these companies encounter with is much more than the big corporations. As previous researches in recent years demonstrated, by utilizing AI technologies especially in machine learning can deal with SMEs campaigning to overcome barriers (Kedi et al., 2024). Table 1 shows the research gap available for the present study.

Table 1: Research Gaps

Aspect	Existing Research Focus	Identified Gap	Potential Contribution
Integration of Emerging Technologies	Focuses on traditional social media analytics and essential automation tools.	Limited exploration of advanced technologies like AI, machine learning, or predictive analytics.	Propose a framework that integrates advanced technologies to enhance decision-making in social media-based marketing systems.
Cross-Platform Strategy Optimization	Studies examine individual platforms (e.g., Facebook, Instagram) in isolation.	Insufficient guidance on unified strategies for managing marketing efforts across multiple platforms.	Develop a model to optimize cross-platform marketing strategies while addressing platform-specific features and audience diversity.
Dynamic Consumer Insights	Examines consumer behavior and engagement but focuses on static or pre-campaign analysis.	Lack of real-time mechanisms to adapt campaigns dynamically based on evolving social media data.	Incorporate real-time feedback loops in the conceptual model to enable dynamic campaign adjustments for better alignment with consumer needs.
Holistic Measurement Metrics	Emphasis on basic metrics like engagement rates, likes, and shares.	Neglect of comprehensive metrics that link social media efforts to ROI, brand equity, and long-term goals.	Design a set of holistic KPIs within the conceptual model to assess both the short-term effectiveness and long-term sustainability of marketing strategies.

3- Research Methodology

This study employs a **descriptive qualitative research design** to investigate and propose a conceptual model for social media-based marketing systems. The research integrates a systematic literature review and expert opinions to identify, analyze, and validate key indicators for an effective marketing system.

Data Collection

The methodology is structured in the following steps:

1. Literature Review:

A comprehensive review of existing academic literature was conducted to identify key indicators, components, and frameworks relevant to social media marketing. For this purpose, **Google Scholar** and other academic databases were searched to extract peer-reviewed articles published between **2020 and 2024**. A total of **17 scholarly articles** were selected based on their relevance, recency, and contributions to digital marketing, SMEs, MSMEs, and emerging technologies such as **artificial intelligence (AI)** and the **Internet of Things (IoT)**.

2. Expert Interviews:

To validate and refine the findings from the literature review, interviews were conducted with **subject-matter experts** specializing in social media marketing, digital transformation, and business management.

- **Participants:** Experts were purposively selected based on their experience and expertise in the field.
- **Interview Format:** Semi-structured interviews were utilized to allow for in-depth exploration of the identified indicators while maintaining flexibility for expert inputs.
- **Number of Experts:** A total of **five experts** participated in the interview process.

3. Indicator Evaluation:

Experts evaluated the importance and relevance of the identified indicators using the **5-level Likert scale**. The Likert scale facilitated a systematic assessment of expert opinions, with responses ranging from “*strongly disagree*” to “*strongly agree*.”

- Indicators deemed irrelevant or redundant were eliminated.
- New indicators proposed during interviews were included for further analysis.

Data Analysis

The collected data were analyzed using **qualitative content analysis**. The process involved the following:

- Identifying common themes and patterns across the literature and expert interviews.
- Categorizing the indicators into broader dimensions such as **support, infrastructure, usability, and competition**.
- Synthesizing the findings to propose a final conceptual model for social media-based marketing systems.

Framework Development

Based on the validated indicators and expert recommendations, a conceptual framework was developed. This framework aims to address gaps identified in prior research, particularly in

integrating advanced technologies (e.g., AI and IoT), optimizing cross-platform strategies, and enabling dynamic consumer insights.

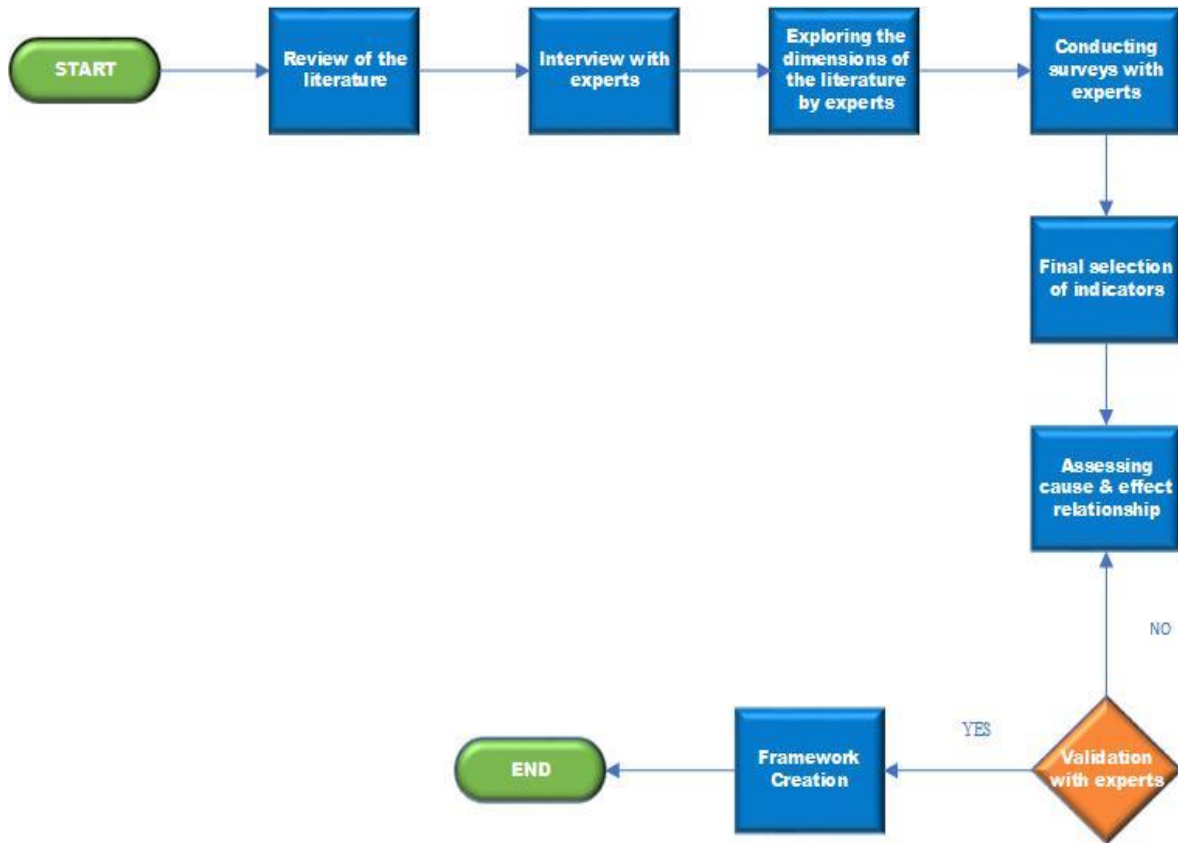


Figure 1: Research Methodology

4- Findings

The findings of this study are derived from a systematic literature review and expert interviews, as outlined in the research methodology. The study identifies critical factors that influence the effectiveness of social media-based marketing systems, particularly for SMEs and MSMEs. These findings bridge existing research gaps by incorporating advanced technologies such as artificial intelligence (AI), machine learning, and the Internet of Things (IoT), offering a more integrated approach to digital marketing.

Based on the findings, a conceptual framework has been developed to optimize the use of social media platforms for marketing systems. The framework addresses four primary dimensions critical to enhancing marketing strategies:

- **Technology Integration:** Incorporating AI, IoT, and predictive analytics to automate processes, analyze data in real-time, and optimize decision-making.
- **Cross-Platform Optimization:** Developing unified strategies to manage campaigns across multiple social media platforms while adapting to platform-specific features and user bases.

- **Dynamic Feedback Mechanisms:** Enabling real-time monitoring and adjustments to campaigns based on evolving consumer insights and engagement data.
- **Holistic Performance Metrics:** Introducing KPIs that measure not only short-term engagement but also long-term outcomes such as brand loyalty, customer lifetime value, and ROI.

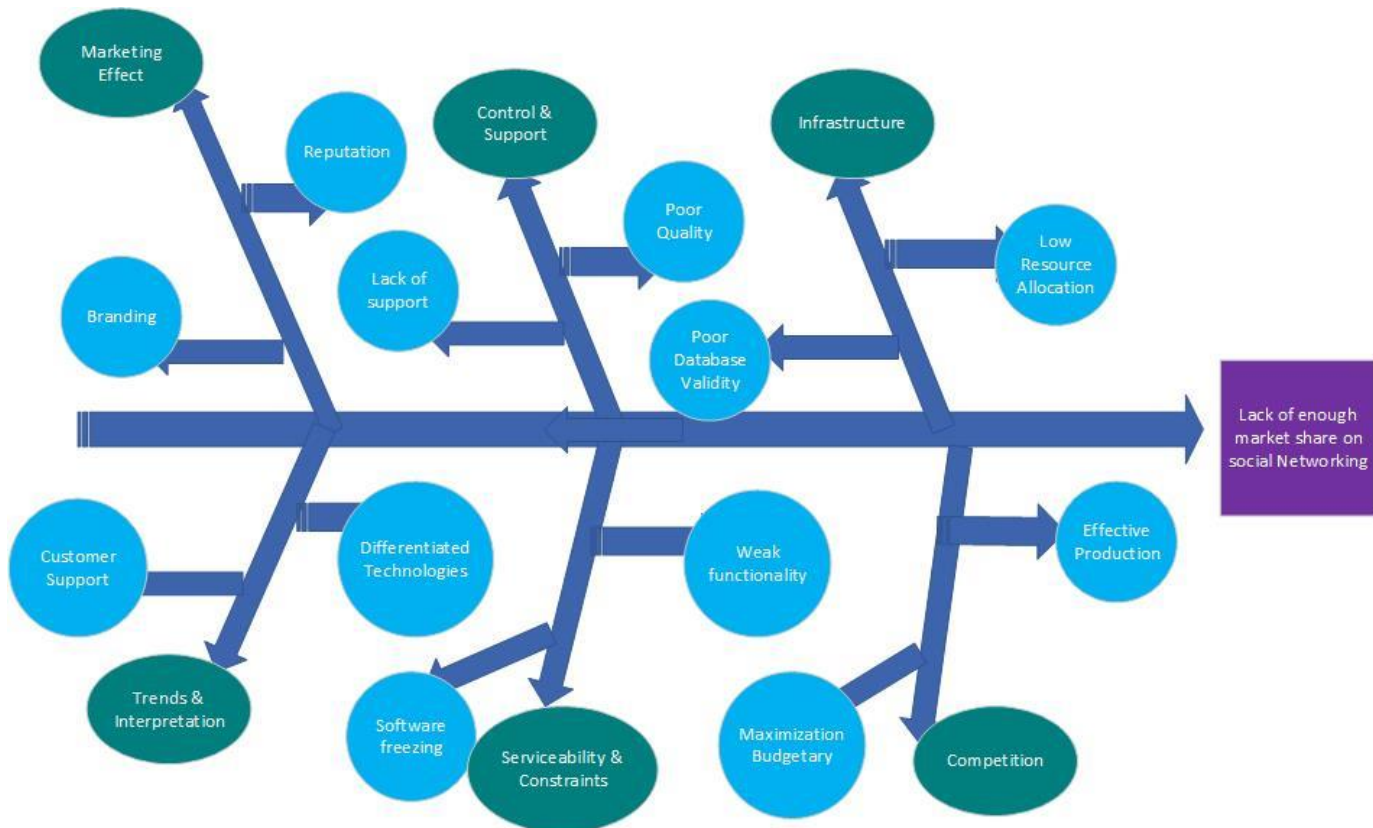


Figure 2: Conceptual framework for a social media-based marketing system

The proposed conceptual framework provides a robust foundation for implementing effective social media-based marketing systems. By addressing existing gaps, this framework offers several practical implications:

1. **Improved Decision-Making:**
The integration of advanced technologies such as AI and IoT equips marketers with tools for real-time analysis, ensuring data-driven decisions that enhance campaign success.
2. **Optimized Resource Allocation:**
SMEs and MSMEs can utilize AI-based automation tools to reduce manual efforts and

allocate resources efficiently. This optimization minimizes costs while maximizing outcomes.

3. Enhanced Consumer Engagement:

By leveraging dynamic feedback mechanisms, businesses can tailor their marketing strategies to meet evolving consumer needs, resulting in higher satisfaction, improved brand loyalty, and stronger customer relationships.

4. Sustainable Competitive Advantage:

Cross-platform strategies, coupled with holistic KPIs, ensure that businesses can measure both short-term and long-term success, enabling them to remain competitive in the digital landscape.

5. Overcoming SME Limitations:

For SMEs and MSMEs, adopting this framework provides a structured approach to digital marketing. It enhances visibility, expands market reach, and facilitates participation in global markets despite resource constraints.

5- Conclusion

To sum up, strategy management is a long-term goal for having effective social media domains to survive in the deep sea of enormous businesses helping reduce expenses and provide new opportunities by development for more growth to reach to optimal outcomes for the organization. Also, the benefit of machine learning is that could be adaptable in real-time and learn from itself. The new advanced AI technology open new gates for marketing to effective campaigning and meet target market by complying rules and regulation for having high security policies in this era. Machine learning brings new opportunities for the SMEs in marketing domain. The new technology has provided so many benefits which really impressive with high engagement in reinforcement, deep learning, and data quality as a result. So, SMEs should empower themselves and try to get more experiences on outstanding features (Kedi et al., 2024). Regarding the MSMEs, innovative marketing strategies in social media scope have become cornerstone for the success of MSMEs in the digital view. This approach enable MSMEs to boost brand visibility and expand market reach through a profound understanding of audience. By emerging content creation, innovative social media features and building online communities MSMEs can transform into considerable players in the digital market (Ohara et al., 2024). MSMEs face considerable difficulties for better adaptation to the changes. Companies should be innovative enough to become sustainable. The existence of social platforms is essential to fill the gap between the fast market trends and MSMEs interactions with global customers to gain more profit.

Indeed, it is good if marketers can boost social medial channels by customer participation, brand awareness, while acknowledging the need for the future studies to address existing limitations and broaden understanding in the marketing (Shalini & Priyadarsini, 2024).

In this paper, the only weakness existing I could find out is a few number of experts to interview with them.

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