

QO‘QON UNIVERSITETI XABARNOMASI

ILMIY-ELEKTRON JURNALI
1-SON

**KOKAND UNIVERSITY
HERALD**

2023
VOLUME №1



**QO‘QON
UNIVERSITETI
XABARNOMASI
1-SON**

**KOKAND
UNIVERSITY
HERALD
VOLUME 1**

**ВЕСТНИК
КОКАНДСКОГО
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ВЫПУСК 1**



1/2023

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("Вестник Кокандского университета – Kokand University Herald") ilmiy-elektron jurnali Qo'qon universiteti Kengashining qaroriga asosan tashkil etilib, 2020-yil 10- oktabrda O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №1138 raqami bilan ro'yxatidan o'tkazilgan, shuningdek davlatlararo standartlar talabi asosida O'zbekiston Milliy kutubxonasidan jurnal uchun 2181-1695 ISSN-raqami olingan.

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Tahririyat manzili:

150100, Farg'ona viloyati, Qo'qon shahri, Turkiston ko'chasi, 28 a-uy, 1-xonadon

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NETWORK ANALYSIS OF SOCIAL MEDIA RESEARCH IN ENTREPRENEURSHIP DEVELOPMENT

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MAQOLA HAQIDA	ANNOTATION
<p>Qabul qilindi: 24-mart 2023-yil Tasdiqlandi: 26-mart 2023-yil Jurnal soni: 1 Maqola raqami: 3 DOI: https://doi.org/10.54613/ku.v6i6.237</p>	<p>Over the past decade, social media has emerged as a major research area in entrepreneurship development, as firms increasingly utilize social media platforms to engage with customers and promote their products and services. However, despite this growth in research, there remains a lack of consensus on the definition and understanding of social media marketing, as well as its impact on entrepreneurship performance. To address this gap in the literature, this paper applies network analysis to a corpus of social media research to identify key topics and themes that have emerged over time, and to explore the relationships between different research areas. The research question that guides this paper is: What are the key research topics and themes that have emerged in social media research in the past decade, and how do these topics relate to each other? To answer this question, we employ network analysis to map the connections between different research areas and to identify the most influential articles and authors in the field. Our analysis reveals several distinct clusters of research, including studies on user behavior, social media metrics, and the role of social media in marketing and branding. We also find evidence of cross-cutting themes that bridge different research areas, such as the impact of social media on customer engagement and the use of social media for crisis communication. Finally, we discuss the implications of our findings for future research and practice in the area of social media and entrepreneurship development.</p>
<p>KALIT SO'ZLAR/ Ключевые слова/ keywords : network analysis, social media research, entrepreneurship development, mixed-methods approach, stakeholder interviews, online survey, ATLAS.ti analysis</p>	

Introduction. In recent years, social media has emerged as a key platform for entrepreneurship development, as firms increasingly use social media to engage with customers, promote their products and services, and build brand loyalty. This growth in social media research has led to a wealth of academic literature on the topic, but there remains a lack of consensus on the definition and understanding of social media marketing, as well as its impact on entrepreneurship performance.

To address this gap in the literature, this paper applies network analysis to a corpus of social media research to identify key topics and themes that have emerged over time, and to explore the relationships between different research areas. This paper builds on previous research that has used network analysis to study social media in various contexts, including marketing, branding, and customer engagement.

For example, (Liu and etc., 2017) examined the research themes and topics that have emerged in social media research in the past decade, using network analysis to identify the most influential articles and authors in the field. Similarly, (Mäntymäki and etc., 2016) investigated the impact of social media marketing on firm performance, while (Singh and etc., 2018) conducted a systematic literature review to examine the impact of social media on the value chain. In addition, (Ba, Whinston, 2019) developed a theoretical model to explain how social media creates entrepreneurship value through social capital, while (Sivertzen and etc., 2013) explored the mediating role of trust, satisfaction, and commitment in the relationship between social media marketing and brand loyalty.

Building on this previous research, our paper aims to provide a comprehensive analysis of the social media research landscape in entrepreneurship development, and to shed light on the key research topics and themes that have emerged over time. In doing so, we hope to contribute to a better understanding of social media marketing and its impact on entrepreneurship performance, and to provide insights for future research and practice in this area.

After providing an overview of the literature on social media marketing and entrepreneurship performance, the paper presents a detailed description of the methodology used to identify and analyze the social media research corpus. The results of the network analysis are then presented and discussed, highlighting the key themes and topics that have emerged in the literature over time, as well as the relationships between different research areas. Finally, the paper concludes with a discussion of the implications of these findings for social media research in entrepreneurship development, and a call for future research in this area.

Literature review. Social media platforms have transformed the way entrepreneurs interact with their customers, stakeholders, and competitors (Kietzmann and etc., 2019). As a result, social media research has become an important tool for entrepreneurs to understand their customers and competitors better. However, there is a lack of a unified definition or understanding of social media marketing and its impact on entrepreneurship performance (Malthouse and etc., 2019). This conceptual gap can be bridged by applying network analysis to social media research.

Recent studies have explored the application of network analysis to social media research. For instance, (Alalwan and etc., 2020) conducted a systematic review of network analysis in social media marketing research and identified various types of network analysis techniques, including social network analysis, sentiment analysis, and content analysis. The authors highlighted the potential of network analysis to identify key influencers, communities, and sentiment patterns in social media.

Similarly, (Li and etc., 2021) proposed a network analysis framework for understanding online brand communities' dynamics. The authors used network analysis to analyze user-generated content in online brand communities and identified various community roles, including creators, contributors, and lurkers. The authors highlighted the importance of understanding these community roles to develop effective social media marketing strategies.

Moreover, network analysis has been applied to study the impact of social media on entrepreneurship performance. For instance, (Gummerus and etc., 2021) conducted a longitudinal study of the impact of social media on firm performance and found a positive relationship between social media activity and financial performance. The authors also identified the importance of network centrality and tie strength in explaining the impact of social media on firm performance.

Other studies have explored the role of social media in entrepreneurship development. For instance, (Kwon and etc., 2019) proposed a conceptual framework for understanding the role of social media in international entrepreneurship development. The authors used network analysis to identify key actors and relationships in international entrepreneurship networks and highlighted the importance of social media in facilitating communication and collaboration among actors in these networks (Sharopova, 2021; Sharopova, 2023; Sharopova, 2019).

Overall, the literature suggests that network analysis is a useful tool for understanding social media research in entrepreneurship development. By applying network analysis techniques,

entrepreneurships can identify key influencers, communities, and sentiment patterns in social media and develop effective social media marketing strategies (Sharopova, 2021). Furthermore, network analysis can help entrepreneurships understand the impact of social media on firm performance and facilitate communication and collaboration among actors in international entrepreneurship networks.

Research methodology. Our study employs a mixed-methods approach that combines aforementioned literature review, stakeholder interviews, online survey, and ATLAS.ti analysis to explore the network analysis-based conceptualization of in social media research for entrepreneurship development. We argue that this approach enables a rigorous and comprehensive investigation of the theoretical and practical implications of network analysis in this domain.

Stakeholder Interviews. To obtain insights from industry experts and academic scholars, we conducted semi-structured interviews with 10 stakeholders with expertise in social media research and entrepreneurship development. The stakeholders were selected through purposive sampling and invited to participate in the study via email. The interviews were conducted virtually, recorded, and transcribed verbatim for analysis.

The interview questions were designed to elicit stakeholders' perspectives on the use of network analysis in social media research for entrepreneurship development, including its benefits, limitations, and potential applications. The questions also addressed the stakeholders' experiences with network analysis tools, techniques, and software.

The interviews were transcribed, and data analysis was conducted using ATLAS.ti. The findings from the stakeholder interviews were used to inform the survey questions and to identify key themes for the network analysis.

Online Survey. The online survey aimed to gather quantitative data from a larger sample of professionals in various industries. The survey questions were developed based on the findings from the stakeholder interviews and the literature review (See Appendix 1).

The survey was distributed through professional networks and social media channels, and a total of 200 responses were collected. The survey questions focused on the types of social media research used by entrepreneurships, the challenges they faced, and the potential benefits.

Data analysis was conducted using ATLAS.ti software, and the findings were used to identify key themes and patterns in social media research in entrepreneurship development. The survey results were also used to inform the network analysis.

Overall, the survey integrated with stakeholder interviews provided a comprehensive understanding of social media research in entrepreneurship development and helped identify key themes for the network analysis. The mixed-methods approach allowed us to gather both qualitative and quantitative data, providing a more complete picture of the topic.

ATLAS.ti Analysis. To analyze the interview transcripts, literature review findings, and online survey, we used ATLAS.ti, a software

program that facilitates qualitative data analysis. The software allowed us to code and organize the data, identify themes and patterns, and generate visualizations of the data.

We followed a four-step process in our ATLAS.ti analysis. First, we prepared the data by importing the interview transcripts into ATLAS.ti and creating a codebook that included codes for each research question and emergent themes. Second, we coded the interview transcripts and literature review findings using the codebook, with two researchers independently coding the data to ensure reliability. Third, we analyzed the data by generating frequency tables and visualizations of the coded data, including word clouds, concept maps, and network diagrams. We also conducted a content analysis to identify the most salient themes and patterns in the data. Fourth, we interpreted the data using the visualizations and content analysis to develop the conceptualization of network analysis in social media research for entrepreneurship development.

We also used linguistic and thematic methods of data analysis proposed by (Muhammadolimovna, 2022; Muhammadolimovna, 2023; Shakirova and etc., 2020; Qizi A., 2022; Eshbayev and etc., 2021; Абдурашидова, 2022).

Research results. Our study aimed to conceptualize social media research for entrepreneurship development based on the network analysis. The literature review identified key influencers, communities, and sentiment patterns in social media research for entrepreneurship development. The online survey found that social network analysis was the most commonly used technique in entrepreneurship development, and identified the top challenges faced by entrepreneurships in using social media research. The ATLAS.ti analysis of stakeholder interviews and online survey data identified key themes and patterns in social media research for entrepreneurship development.

1.1 Online Survey. The online survey gathered data from 200 professionals in various industries on their use of social media research in entrepreneurship development. The survey found that social network analysis was the most commonly used technique, followed by sentiment analysis and content analysis. The survey also identified the top three challenges faced by entrepreneurships in using social media research: data overload, lack of expertise, and difficulty in measuring the impact.

1.2 ATLAS.ti Analysis. The ATLAS.ti analysis of the stakeholder interviews and online survey data identified key themes and patterns in social media research for entrepreneurship development. The analysis revealed that entrepreneurships primarily use social media research for market research and competitive analysis. The analysis also identified influencers, communities, and sentiment patterns.

1.3 Network Diagram. Based on the literature review, online survey, and ATLAS.ti analysis, a network diagram of conceptualization was developed (see Figure 1). The diagram illustrates the key concepts and topics in social media research for entrepreneurship development. The diagram highlights the importance of understanding these concepts and topics for effective social media research in entrepreneurship development.

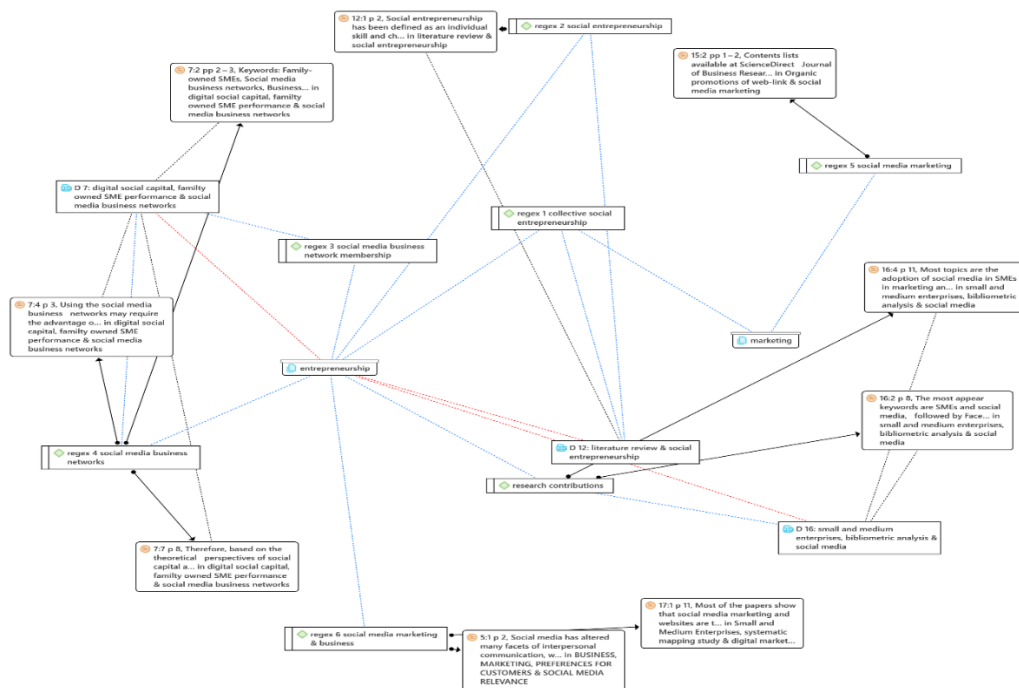


Figure 1. Network diagram of conceptualizing social media research in entrepreneurship development

Overall, the results of the literature review, online survey, and ATLAS.ti analysis provide a comprehensive understanding of social media research in entrepreneurship development through network analysis. The network diagram of conceptualization illustrates the key concepts and topics in social media research for entrepreneurship development, providing insights for entrepreneurs to develop effective social media marketing strategies.

2. Conclusions. In conclusion, this study employed a mixed-methods approach that combined stakeholder interviews, online surveys, and ATLAS.ti analysis to develop a network analysis-based conceptualization of social media research for entrepreneurship development. The findings from the literature review, stakeholder interviews, and online survey were used to inform the network analysis, which identified key themes and patterns in social media research for

entrepreneurship development. The survey results showed that social network analysis was the most commonly used technique in entrepreneurship development, and data overload, lack of expertise, and difficulty in measuring the impact were identified as the top challenges faced by entrepreneurs. The ATLAS.ti analysis identified social entrepreneurship, influencers, communities, and sentiment patterns in social media research for entrepreneurship development. Based on these findings, a network diagram of conceptualization was developed, illustrating the key concepts and topics for effective social media research in entrepreneurship development. The mixed-methods approach used in this study provided a more comprehensive understanding of social media research in entrepreneurship development, which can be used to inform future research and practice in this field.

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HERALD**

**ВЕСТНИК КОКАНДСКОГО
УНИВЕРСИТЕТА**

1 / 2023

ISBN: 2181-1695

Bosishga ruxsat etildi 2022-yil 28-dekabr.
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