

Experiences of small and micro businesses in radio and television networks

Do broadcasters adopt a sustained business model innovation?

In this way, a classification of the reviewed documents has been established based on these dimensions, showing that broadcasters have adopted a sustained business model innovation, with 48%, 44% and only 8%, respectively, in each dimension.

How will new technology affect broadcasters' business models?

Broadcasters are already facing new technologies (BigData, immersive experiences through mixed, augmented, virtual and 3D reality, 5G, etc.) that will affect their business models.

How have broadcasters reacted to disruptive innovation?

Therefore, broadcasters have reacted when there has been a disruptive innovation that has affected their fundamental principles: linearity in their programming and a business model based on advertising, in most cases.

Are traditional and digital advertising methods effective for small businesses?

This study delves into the comparison between traditional and digital advertising methods concerning their impact on small businesses. Traditional advertising, encompassing mediums like television, radio, and print, offers broad audience reach but struggles with tracking and high costs.

How social media can help small and medium enterprises?

The researchers also revealed that Small and Medium Enterprises after fully adopting social media will be able to compete with large companies in the field of advertising or marketing of their products and services and thus, boost their competitive advantage.

What are broadcasters' business models?

Broadcasters' business models have gone from a simple structure, based fundamentally on advertising (Picard, 2012) to a complex structure with the emergence of new technologies.

Digital Signage. Digital signage is a versatile technology that small businesses can employ to enhance their physical locations. It involves the use of digital displays to showcase dynamic ...

Research on manager experiences of managing employees with mental health problems is concentrated in large organisations (250+ employees), and studies incorporating a ...

Purpose The purpose of this paper is to explore the motivations and key challenges women entrepreneurs experience in running small businesses in the Jaipur city of ...

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The papers in this special issue of Small Business Economics Journal aim to shed light on the economic effects of the COVID-19 pandemic by looking at the macro- and ...

According to the National Commission on Culture and the Arts, radio reaches 85 percent of households in the country, whereas television reaches just under 60 percent. 3 AMPLIFYING THE PEOPLE'S VOICES: The Philippine Community ...

Findings: Micro-businesses distinguish themselves from larger SMEs by being owner-manager entrepreneur (OME) centric and are constrained by a tendency to be growth ...

A study by Goleman et al. (Citation 2019) also confirmed that social media supports SMEs to attract new customers better than the use of ...

The study quantified the usage of and range of word-of-mouth (WOM) marketing, and analyzed the present state and satisfaction with WOM marketing tactics of selected micro ...

Micro, Small and Medium Enterprises (MSMEs) are engaged in recreation and economic wellbeing of a nation. They generate diversified sources of national income, improve a country's competitive ...

Micro- and small-sized sustainable fashion businesses benefit greatly from their formal and informal networks which provide a wide variety of support and services.

Ethnic minority communities are different and have very different lived experiences, and those cultural nuances will be substantial; therefore, they cannot be treated ...

A "fit-for-purpose" digital connection is considered a ubiquitous feature of contemporary business functionality. Despite much public investment in broadband ...

The report also found that more than 90% of millennials listen to the radio monthly. This shows that, in addition to the internet, there are a few ways entrepreneurs can market their businesses...

Audience Driven Radio Programmes for Small Businesses 10 3. Radio Programmes for Small Businesses in Industrial Zones 13 3.1 Bechem: Marketing the Industrial Zone 16 3.2 Bekwai: Enhancing Public Private Dialogue 18 3.3 ...

Purpose -- This research investigated the effect of social media marketing on small and medium-sized business growth in Benin City, Nigeria. Research method -- The ...

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