

Determining the Factors Influencing Organizational Level Social Commerce Adoption: A Systematic Literature Review

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Abstract

Social commerce refers to the utilization of social media platforms for conducting business transactions and activities, which are primarily facilitated by social interactions and user-generated content. This systematic literature review explores the factors influencing the adoption of social commerce platforms within organizational contexts. Drawing on 32 articles published between 2013 and 2023, the study synthesizes findings across technological, organizational, and environmental dimensions using the Technology-Organization-Environment (TOE) framework. Key technological factors identified include perceived usefulness, service quality, and security concerns, highlighting the pivotal role of technological capabilities and user perceptions in adoption decisions. Organizational factors such as top management support, financial readiness, and organizational preparedness emerge as critical facilitators. Environmental factors encompass social influence, competitive pressures, and regulatory frameworks, underscoring the external forces shaping adoption dynamics. The review contributes by identifying gaps in current research and providing practical insights for practitioners and policymakers. Future research directions include longitudinal studies and cross-country comparisons to deepen understanding and inform effective strategies for enhancing organizational readiness and leveraging social commerce platforms.

1.0 Introduction

The rise of Web 2.0 technologies and Social Media (SM) has fundamentally transformed communication, collaboration, and business operations. Web 2.0 characteristics have unlocked opportunities to develop new business models that incorporate social aspects to attract customers. Social Networking Sites (SNSs) have grown immensely popular, serving as vital sources of information and connections among internet users (Solangi et al., 2022). SNSs play significant roles for individuals and businesses alike, fostering both existing social ties and new connections. Today, e-commerce firms actively engage consumers on SM platforms to gather valuable feedback on their products and services (Solangi et al., 2022). The evolution of e-commerce in the digital economy has given rise to Social Commerce (S-commerce) as a paradigmatic shift. S-commerce broadly refers to online commerce applications that leverage SM and Web 2.0 technologies (Solangi et al., 2022). This form of commerce utilizes customer reviews, referrals, online communities, and social promotions to stimulate online shopping. Three main concepts—Web 2.0 technologies, SM, and e-commerce—converge to define the phenomenon of S-commerce, opening new avenues for research in information systems (Busalim & Hussin, 2016; Solangi et al., 2022).

The emergence of S-commerce has revolutionized technology's role in people's daily lives, influencing communication, entertainment, and business operations (Zhao et al., 2023). Popular SM platforms such as Facebook, Twitter, and Instagram have become highly interactive hubs (J. Lin et al., 2019). With the widespread adoption of Web 2.0 technologies facilitating online interactions, S-commerce has become a pivotal tool for sharing commercial information socially (Hu et al., 2019). While S-commerce

research traces back to the late 1990s, its exponential growth began in 2004, coinciding with the founding of Facebook and numerous other SM platforms (Lin et al., 2017). This research area has garnered significant attention within the Information Systems discipline, focusing on adoption and utilization of S-commerce technologies (Lin et al., 2017). Small and Medium Enterprises (SMEs), despite their contributions to national and global economies, face challenges such as limited financial resources, inadequate information systems, and a scarcity of expert knowledge (Abed, 2020). Embracing innovation is crucial for SMEs' sustainable growth, with many turning to SM networks for various business activities (Sangi et al., 2020). SM platforms effectively enable SMEs to enhance communication with customers, suppliers, and competitors, offering diverse opportunities for market expansion. Unlike other ICT mediums, SM channels are accessible and widely adopted globally, enabling SMEs to reach large markets efficiently (Sangi et al., 2020).

The emergence of S-commerce, blending SM and e-commerce, represents a new frontier in online business. It enables businesses to enhance performance by facilitating buying, selling, and marketing through SM platforms (Omar & Sulaiman, 2023). However, research on the predictors of S-commerce adoption remains limited. The significance of S-commerce has further escalated post-COVID-19, highlighting its role in adapting to and thriving in disrupted business environments (Alam & Rahman, 2022; Kumar & Ayedee, 2021). This study aims to systematically review factors influencing S-commerce adoption within organizations, focusing on technological, organizational, and environmental contexts (Ali et al., 2022). The Technology-Organization-Environment (TOE) framework serves as a comprehensive theoretical lens for evaluating adoption behaviors,

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integrating insights from diffusion of innovation and resource-based view theories (Badi et al., 2021; Lutfi et al., 2023; Puklavec et al., 2018). This research intends to offer valuable insights for IT researchers and practitioners, aiding in understanding and promoting effective S-commerce adoption strategies in organizational settings. The remainder of this paper presents the methodology, Results, discussion and implication, and conclusion.

2.0 Background

2.1 Social Commerce

S-commerce emerged due to the rapid growth of social networking sites (SNSs), marking a new form of electronic commerce (Al-Adwan & Kokash, 2019). These platforms leverage social media's capabilities to extend shopping experience beyond traditional e-commerce (Cutshall et al., 2022). S-commerce allows consumers to engage in purchasing activities such as comparing products, curating their shopping experience, and sharing products and services in both online and offline marketplaces. It transforms static e-commerce websites into interactive environments, enhancing the dynamic nature of sales channels. While s-commerce lacks a universally agreed-upon definition, it typically involves integrating e-commerce initiatives within SM settings, often utilizing Web 2.0 software and social networks (Abed, 2020). Yadav et al., (2013) define s-commerce as activities driven by the need for self-esteem, purchase decisions, usage, and repurchase levels facilitated through technology platforms influenced by SM networks. Researchers also describe s-commerce as activities that converge offline and online environments, utilizing SM platforms for business transactions (Al-Adwan & Kokash, 2019).

S-commerce encompasses various attributes and dimensions. Marsden and Chaney (2012) identified six dimensions: social shopping, feedback and reviews, product discovery, themed organization, visitor attraction tools, and social applications and ads. The popularity of social networking sites like Facebook, LinkedIn, and Twitter has fueled the growth of s-commerce (Al-Adwan, 2019). S-commerce enhances electronic commerce by adding functionalities within social networks, enabling consumers to make purchases from platforms where they are already connected (Goyal et al., 2021). It leverages the strength of social networks to provide users with product information, reviews, and competitive prices, facilitated through trustworthy exchanges on specific products and services (Shirazi et al., 2021). Unlike traditional e-commerce, s-commerce emphasizes social values such as knowledge sharing, networking, and collaboration, with shopping as a secondary focus. It operates across various SM platforms like Facebook, Twitter, WhatsApp, or WeChat, incorporating social networking features into the shopping experience (Rahman et al., 2023). This distinctive approach not only enhances consumer relationships but also supports business organizations in achieving economic gains and successful marketing endeavors.

2.2 Social Commerce platforms and SMEs

SMEs must look for unconventional sources of competitive advantage because they are subject to greater competitive pressures than larger businesses (Gupta et al., 2024). They are devoid of benefits like economies of scale, well-known brands, supply chain management, and broad market acceptance. To compete, SMEs are increasingly adopting digital technologies to level the playing field in the competitive business environment. According to Herold et al., (2021), digitalization has considerably enhanced logistics and supply chain performance for firms.

However, SMEs typically prefer affordable and user-friendly digital solutions because of their limited financial and human resources. S-commerce platforms provide SMEs with the perfect chance to attain these benefits while allocating resources affordably. These platforms give significant functional benefits by enabling SMEs to obtain critical customer information from social interactions among stakeholders, along with boosting convenience (Gupta et al., 2024). Additionally, SMEs benefit from the social value that s-commerce platforms provide, which is essential for influencing user and consumer intentions and behaviors. According to Gupta et al. (2024), social value in s-commerce relates to how beneficial a company is thought to be in terms of how it presents itself, builds relationships with stakeholders, solicits verbal support, and seeks social approbation from stakeholders. Gaining social acceptance, improving one's self-perception, and developing solid interpersonal ties with people are the sources of this value.

Given that the vast majority of multinational corporations (87%) use social media for business, e-commerce has a lot of promise. Direct consumer contact, increased market reach, low implementation costs, and low IT skill needs are some of the main advantages for businesses (Abed, 2020). But SMEs face obstacles such as scarce financial resources, poor information management systems, a lack of knowledge management skills, and limited resource access (Abdulla Ali et al., 2019; Abed, 2020; Chatterjee & Kumar Kar, 2020). SMEs have the chance to improve their business processes by implementing s-commerce. Notwithstanding these limitations, SMEs can market their goods and services, develop specialized markets, foster

client loyalty and trust, control their reputation, and obtain marketing analytics through s-commerce (Abed, 2020; Chatterjee & Kumar Kar, 2020). Furthermore, SMEs can use s-commerce as a strategic tool to manage many parts of their business operations, especially when it comes to assisting customers with pre-purchase assessments, buy decisions, and post-purchase interactions (Lin et al., 2017).

3.0 Methodology

According to Kitchenham et al. (2009), a systematic literature review (SLR) is a procedure intended to assess, analyze, and synthesize literature pertinent to a certain research question, topic, or phenomenon of interest. Transparent and rigorous evidence that improves the validity and reliability of research findings and directs future research paths is the main goal of conducting a systematic literature review (SLR). Because it thoroughly examines the body of research on the factors impacting the adoption of S-commerce in organisational contexts, the SLR approach is thought to be the best appropriate for this study. Determining the scope of the review, developing research questions and procedures, choosing pertinent evidence, evaluating the quality of the evidence, extracting and synthesizing data, reporting and sharing the findings are all steps in the SLR's meticulous methodology (Collins et al., 2021).

To guarantee accuracy and transparency in reporting findings, the systematic review in this study followed the PRISMA standards set forth by Page et al. (2021). According to Ali et al., the SLR was carried out in three separate phases (2023). A visual overview of these phases and the associated task in the review is given in Figure 1.

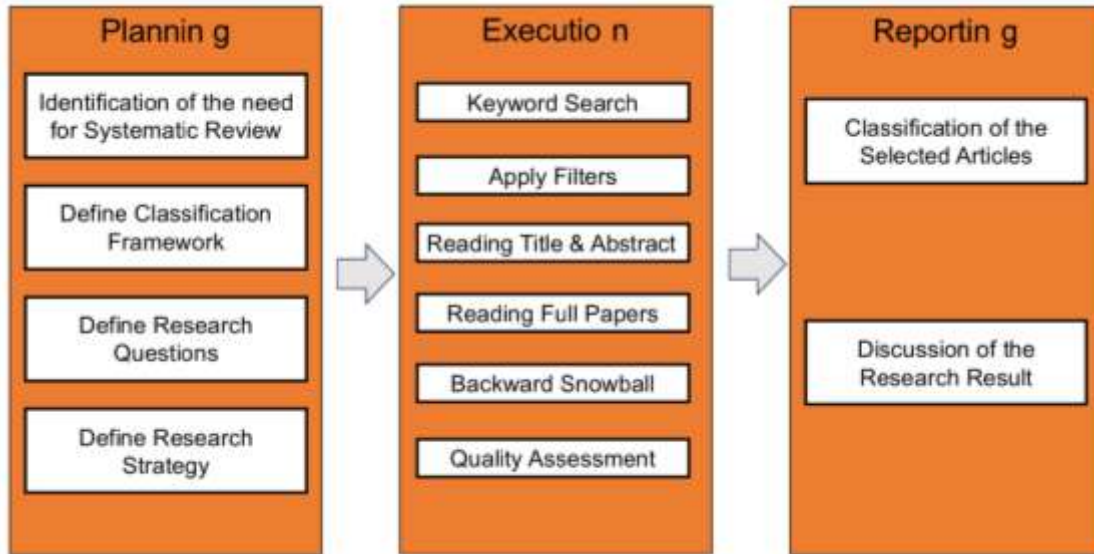


Figure 1. Systematic review stages.

3.1 Planning Stage

Determining the necessity of a systematic review is the first stage in the planning process. To thoroughly and objectively compile all of the information that is currently available on a certain phenomenon, researchers perform systematic reviews. Prior studies have identified a number of variables related to the firm-level adoption or use of S-commerce (Horani et al., 2023). Scholars have shown that the Technology-Organization-Environment (TOE) architecture has a substantial impact on how S-commerce and similar technologies are adopted in organisations. To our knowledge, though, no systematic evaluation has combined these results to offer a thorough examination of the academic facets of this subject (Horani et al., 2023). Creating a study review protocol is the second phase of the planning process. This protocol acts as a guide for comprehending the elements that are most likely to affect the adoption of S-commerce in corporate settings. On the basis of Sadoughi et al.'s (2020) classification system, a review methodology was developed. The three elements of this framework—technological, organisational, and

environmental—group various factors according to the results of the chosen studies. A comprehensive review of the pertinent literature on the variables influencing S-commerce adoption in TOE scenarios is made possible by this methodical methodology.

The formulation of the research questions is the third phase in the planning phase. Paul et al. (2021) state that the review process, which includes the literature search, study selection, and findings synthesis, is guided by the research questions. The research objective for this review study is: *What important factors influence organisational adoption of social commerce?*

Establishing the methods for choosing articles is the fourth phase in the planning cycle (Ali et al., 2023). The study team created the eligibility review selection criteria in this step, which are shown in Table 1. The literature's applicability to the study issue was guaranteed by the inclusion/exclusion criteria. By reducing the possibility of bias, this method preserves the integrity of the systematic review while improving the review results' accuracy, objectivity, and significance.

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Table 1. Research selection criteria.

Criteria	Inclusion	Exclusion	Rationale
Types of publication	Journals/Conference	Any other sources	To ensure the publications adhered to academic rigor and had undergone peer review.
Publication year	2013 to 2023	Articles prior to 2013 and after 2023	To ensure the literature is pertinent and current for tracking trends in the rapidly evolving field of technology.
Language of publication	English	Non-English	The official language of academic publications is English.

Furthermore, a thorough search approach was used, which included both a manual evaluation of the selected articles and a comprehensive automated search of the chosen database (i.e., Scopus). While the thorough manual examination made sure that only pertinent papers were included, the automatic search produced a vast array of material that served as the study's foundation. The title and abstract of each publication were assessed for possible research relevance throughout the manual review process. After then, the full contents of the chosen articles were carefully studied in order to weed out any irrelevant papers. In order to find any papers that were missed, the study team also employed the backward snowball technique (Horani et al., 2023). By excluding publications that did not fit the research selection criteria from the review, this approach required looking through the reference lists of the chosen papers to find more pertinent ones.

3.2. Execution Stage

A proven, evidence-based reporting method for systematic reviews is PRISMA. This review's data collecting procedure adheres to the PRISMA flow diagram, which is shown in Figure 2. Following the study protocol set during the planning phase, the review was carried out from April to June 2024. The following describes the main methods used in this stage:

- **Initial Literature Search:** The Scopus database was searched using a range of keywords with Boolean operators (AND/OR) to maximize the number of results. The following keywords were searched within the abstract, title, and keywords of the publications: “Social Commerce” OR “S-Commerce” OR “Facebook Commerce” OR “Social E-Commerce” AND “Adoption” OR “Usage” OR “Adopt” AND “Factors” OR “Antecedents” OR “Determinants”.
- **Filtering Tools:** After the initial search, filtering tools were applied to restrict the results by source and document type (journal articles & conference papers), publication year (2013 to 2023), and language (English).
- **Manual Review Process:** The resulting articles were manually reviewed, focusing on their titles and abstracts to ensure relevance to the research question.
- **Full-Text Review:** All articles that met the inclusion criteria were fully read to extract relevant information on the topic of this study.
- **Backward Snowball Technique:** To complement the automated research

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strategy, the backward snowball technique was used to identify additional articles that might have been overlooked. This involved examining the reference lists of the selected articles to uncover new and relevant articles for inclusion.

- **Quality Assessment:** Quality assessment criteria were applied to ensure the inclusion of valuable articles. A checklist of questions, adopted from previous studies, Ali et al., (2023) and Sadoughi et

al., (2020), was used to assess eligibility. The checklist covered various aspects of the research, including a thorough discussion of the research objective, a clear articulation of the research problem/questions, a description of data and methodology, and whether the research results corresponded to the research questions. Articles meeting all these criteria were included in the final review.

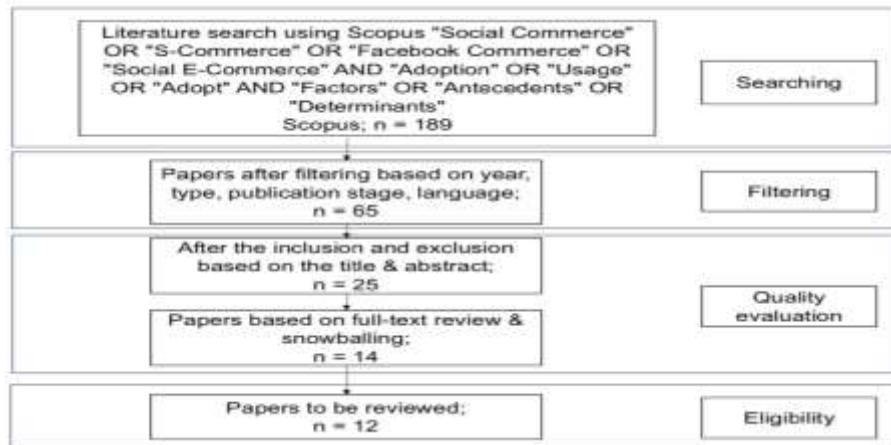


Figure 2. PRISMA flow diagram for systematic review.

3.3. Summarizing Stage

The initial automated search process, using the previously mentioned keywords, yielded a total of 32 articles. After applying filters, the number of articles was reduced to 24. The research team then conducted a manual review of the titles and abstracts to assess their relevance, focusing specifically on empirical articles closely related to the study's topic. This step resulted in the removal of 8 articles, leaving 16 articles for further consideration. The remaining articles underwent a full-text review, which identified 10 articles as relevant to the study, while 6 were deemed irrelevant and discarded. The backward snowball technique was then applied, adding one more article. These additional articles were also manually reviewed, bringing the total number of

remaining articles to 11. Finally, all 11 articles were evaluated using the previously described quality assessment criteria. This rigorous evaluation process led to the final selection of 10 articles for analysis. The following section presents the results of this analysis.

4.0 Result

4.1 Distribution of the selected studies based on Year of Publication

Figure 3a and 3b show the distribution of selected articles reviewed, covering the period from 2014 to 2023. Notably, there were no publications in 2015 and 2017. In 2014, 2016, and 2018, one article each was published. The number of articles increased relatively to 3 in 2019. However, this number dropped to 2 in 2020 and

1 article only in 2021 and 2022. Nevertheless, the year 2023 saw a rise in publications with 5 articles published, which is the highest number in the field so far. These results indicate a fluctuation in research interest in organizational

S-commerce adoption over the years, with 2023 marking the peak of scholarly activity in this area. Additionally, this distribution underscores the increasing importance of research under organizational S-commerce adoption.

Documents by year

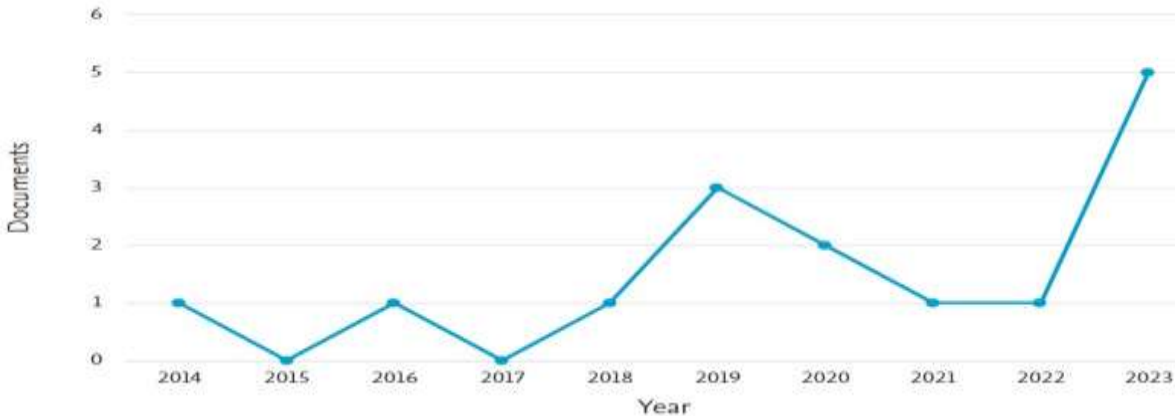


Figure 3. Publications by year (2014 to 2023)

4.2 Distribution of the Selected Studies by Subject Area

Among the subject areas covered under S-commerce research, computer science had the highest percentage, having 29.4% (10 articles), followed by business management and accounting in second place with 20.6% (7 articles), then social sciences in third place with

11.8% (4 articles), and decision sciences fourth with 8.8% (3 articles). In addition, engineering and mathematics followed in fifth with 5.9% (2 articles) each. Furthermore, others cover 5.9%. Finally, energy, environmental science, material science, multidisciplinary, psychology, and economics, econometrics and finance complete the chart with 2.9% (1 article) each.

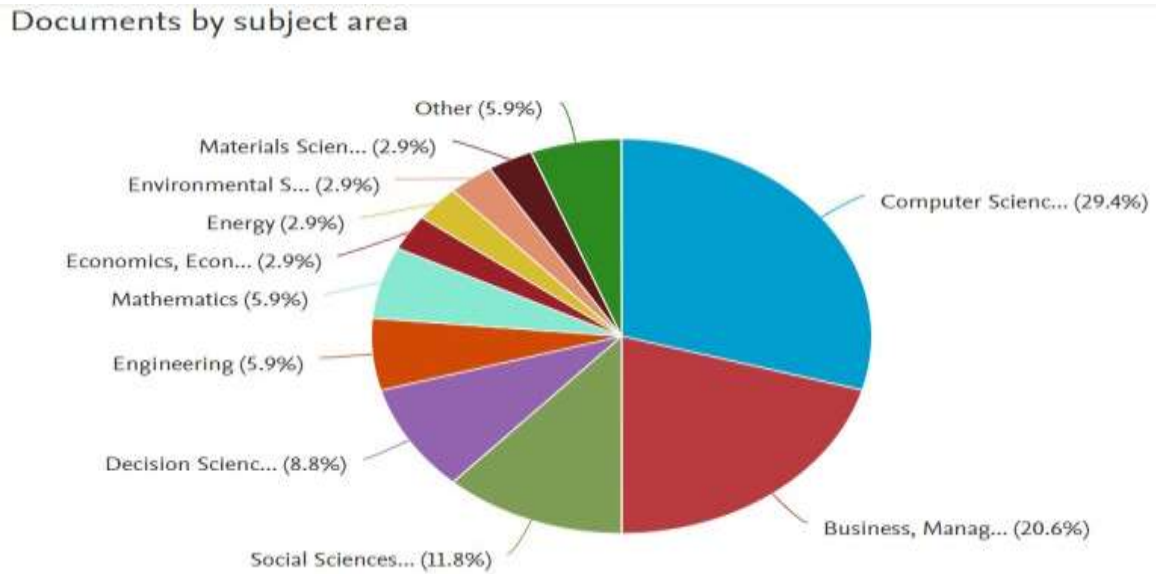


Figure 4. Articles Distribution by Subject Area.

4.3 Distribution of Studies by Country

The fifteen (15) studies selected for this review cover at least 10 different countries, as shown in Figure 5. Malaysia leads with five articles, followed by Saudi Arabia with four. In addition, Indonesia, Jordan, and United Kingdom followed with two articles each. Furthermore, Australia,

Canada, China, Cyprus, and France followed with one article. In summary, most of the organizational S-commerce adoption research included in this review was conducted in Asia, which had a significant presence, followed by the Middle East and the UK, then other regions with fewer articles.

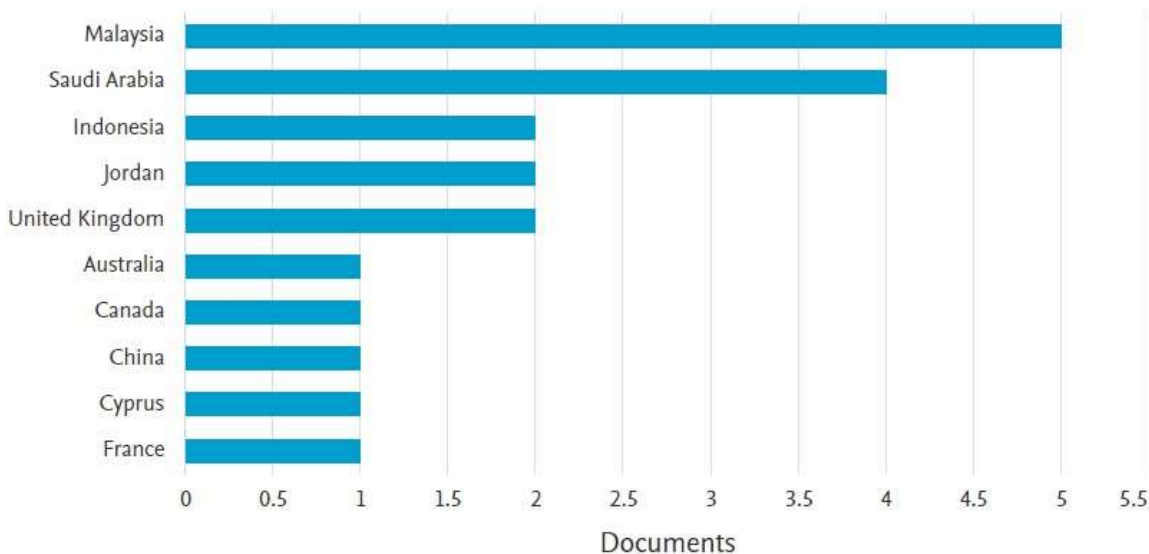


Figure 5. Articles Distribution by Country.

4.4 Research Classification Framework

The current study carried out a thorough analysis of academic publications concerning the variables that can affect the adoption of S-commerce in corporate settings. A categorization research framework, as shown in Figure 6, was used to make this analysis easier. Three main dimensions—technological, organizational, and environmental factors—were analyzed in this

approach. These dimensions were used to classify different characteristics and were produced from the combined findings of the chosen studies. Please consult Tables 2–4 for a more thorough examination of the organizational, technological, and environmental aspects, respectively. The results based on the previously indicated classification framework will be covered in the next section.



Figure 6. Research Classification Framework.

Table 2. Technological Dimension.

Technological Factors	Brief Description	References
Perceived Usefulness	The extent to which a person thinks employing a certain innovation will enhance his or her productivity is known as perceived usefulness.	(Ali et al., 2019; Abed, 2020; Solangi et al., 2019; Solangi et al., 2022; Trawnih et al., 2023)

Service Quality	The extent to which s-commerce providers initiate, perform, and facilitate quality exchange-based activities for customers at service encounters.	(Ali et al., 2019; Hu et al., 2019)
Information Quality	The extent to which s-commerce firm provides sufficient and updated information that is useful, reliable, timely, and easy to find.	(Ali et al., 2019)
Compatibility	The degree to which s-commerce is perceived as being consistent and congruent with an organization's existing system as well as its alignment with their values, experiences, and needs.	(Ali et al., 2019; Hussain & Merigo, 2023)
Security Concern	S-commerce adoption may accompany risk, particularly those aimed at preventing its adoption, such as third parties' tools and assistance. The aforementioned involved measures and controls to protect digital assets and individuals' personal information from unauthorized access, use, theft or damage.	(Abed, 2020; Hussain & Merigo, 2023; Trawnih et al., 2023)
Relative Advantage	The degree to which technology is perceived as superior over other existing technologies utilized in business, alongside the anticipated benefits, including the operational and strategic advantage it confers upon the organization.	(Hussain & Merigo, 2023)
Complexity	The degree of difficulty s-commerce users perceives in terms of understanding and usability.	(Hussain & Merigo, 2023)
Reliability	Reliability defines the accuracy degree of consumer's feedback and their sentiment regarding offered services and products.	(Ali et al., 2019; Hussain & Merigo, 2023)
Scalability	Scalability defines the ability to compute, process, store, communicate and transfer multiple types of data across the network when the number of consumers or offered services increases.	(Hussain & Merigo, 2023)
Perceived Ease of Use	It alludes to the degree to which a customer trusts that using social platforms to purchase products and services will be effortless.	(Solangi et al., 2019; Solangi et al., 2022)
Risk	pertains to potential threats or uncertainties that could negatively impact the success, performance, or reputation of s-commerce initiatives or transactions.	(Solangi et al., 2022)
Trust	It refers to the level of confidence and reliability that consumers have in an online seller, platform, or transaction conducted through social media channels.	(Solangi et al., 2022)

Table 3. Organizational Dimension.

Organizational Factors	Brief Description	References
Top Management Support	The degree to which upper management understands and values the technological capabilities associated with s-commerce adoption. This process involves fostering a positive atmosphere and allocating sufficient resources to promote its adoption.	(Ali et al., 2019; Abed, 2020; Hussain & Merigo, 2023; Trawnih et al., 2023)
Financial Support	It refers to various forms of financial assistance or resources provided to facilitate or enhance s-commerce activities. This can include financial investments, grants, subsidies, or other forms of funding aimed at supporting businesses, platforms, or initiatives engaged in s-commerce activities.	(Ali et al., 2019)
Training	Training refers to a systematic approach to learning and development to improve individual, team, and organizational effectiveness.	(Ali et al., 2019; Hajli et al., 2017)
IT Readiness	IT readiness refers to the preparedness and capability of an organization or business to effectively utilize Information Technology (IT) infrastructure, systems, and tools for conducting s-commerce activities. It encompasses the technical, organizational, and strategic components necessary to leverage IT resources optimally in the context of s-commerce.	(Ali et al., 2019)
Organizational Readiness	The willingness of the organization to adopt and effectively utilize s-commerce. It is typically determined by several factors, such as adequate financial resources and an allocated budget for IT, an appropriate level of IT infrastructure, and the availability of skilled personnel capable of effectively implementing and using s-commerce technology.	(Abed, 2020; Hussain & Merigo, 2023; Trawnih et al., 2023)
Firm Size	It is typically measured in terms of annual revenue and employee count. Large firms are known to possess a greater capacity for technological investment owing to their annual revenue and the number of skilled personnel who might support s-commerce adoption.	(Hussain & Merigo, 2023)

Table 4. Environmental Dimension.

Environmental Factors	Brief Description	References
Reliability	Reliability defines the accuracy degree of consumer's feedback and their sentiment regarding offered services and products.	(Ali et al., 2019; Hussain & Merigo, 2023)
Social Influence	It refers to the impact of social interactions, recommendations, and opinions from individuals or groups within social networks on consumer behavior and purchasing decisions.	(Ali et al., 2019; Qalati et al., 2020; Solangi et al., 2022)
Attitude	It refers to the consumer's overall evaluation, feelings, and predisposition towards engaging in s-commerce activities.	(Ali et al., 2019)
Consumer Pressure	Many connection traits between organizations and consumers have been identified as playing a significant role in organizations' adoption of technologies, such as encouragement, commitment, and pressure from customers.	(Abed, 2020; Trawnih et al., 2023)
Trading Partner Pressure	Trading partners seeking to adopt technology may have the power and influence to exert pressure on their counterparts. Observing a trading partner's adoption of technological innovation may prompt an organization to adopt the same or similar innovation to demonstrate its ability to maintain a strong business partnership.	(Abed, 2020; Hussain & Merigo, 2023; Trawnih et al., 2023)
Competitive Pressure	The extent to which competitors influence an organization's decision to adopt innovative technologies. Early technology adopters typically have a first-mover advantage in a given industry.	(Hussain & Merigo, 2023)
Government Regulation	Government rules and policies concerning technology adoption may involve incentives, technological standards, or legislation. Such regulations can either encourage or impede its adoption.	(Hussain & Merigo, 2023)

5.0 Discussion

Technological Factors (Perceived usefulness, service quality, information quality, compatibility, security concerns, relative advantage, complexity, reliability, scalability, perceived ease of use, risk, and trust) are critical

technological factors influencing the adoption of social commerce platforms in organizations. These factors highlight the importance of technological capabilities and user perceptions in shaping adoption decisions. Organizational Factors (Top management support, financial support, training, IT readiness, organizational

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readiness, and firm size) significantly influence the adoption of social commerce. Organizational factors underscore the role of leadership, financial resources, preparedness, and structural capacity in facilitating or inhibiting adoption processes. Environmental Factors (Social influence, attitude, consumer pressure, trading partner pressure, competitive pressure, and government regulation) play pivotal roles in shaping organizational decisions to adopt s-commerce. These factors emphasize the external pressures, market dynamics, and regulatory environments that organizations navigate in their adoption journeys.

5.1 Theoretical Implications

The systematic literature review (SLR) explores the factors influencing Social Commerce (S-commerce) adoption within organizational settings, focusing on technological, organizational, and environmental contexts. The study employs the Technology-Organization-Environment (TOE) framework to provide a comprehensive theoretical lens for evaluating adoption behaviors, integrating insights from diffusion of innovation and resource-based view theories. This section discusses the theoretical implications derived from the findings.

Adoption Framework (TOE): The TOE framework is instrumental in understanding how technological innovations like S-commerce are adopted within organizations. It posits that technological factors (e.g., perceived usefulness, security concerns), organizational factors (e.g., top management support, IT readiness), and environmental factors (e.g., social influence, competitive pressure) collectively influence the adoption process. By synthesizing existing literature through this framework, the study enhances our theoretical understanding of S-commerce adoption dynamics.

Integration of Theories: By integrating diffusion of innovation theory and resource-based view

theory, the review elucidates how organizations perceive and leverage S-commerce technologies. Diffusion of innovation theory explains the spread and adoption of new technologies within social systems, emphasizing factors such as relative advantage and complexity. On the other hand, resource-based view theory examines how organizations leverage their internal resources to gain competitive advantage through technology adoption.

Empirical Insights: The review identifies key technological attributes (e.g., perceived usefulness, perceived ease of use, service quality), organizational enablers (e.g., top management support, IT readiness), and environmental pressures (e.g., consumer pressure, competitive pressure) influencing S-commerce adoption. These insights contribute to building a theoretical foundation for future research and practical applications in understanding organizational behavior towards S-commerce.

5.2 Practical Implications

The findings of this review offer several practical implications for organizations aiming to adopt S-commerce strategies effectively.

Strategic Planning: Organizations can use the identified technological, organizational, and environmental factors as a guideline for strategic planning and decision-making regarding S-commerce adoption. For instance, ensuring top management support and adequate IT readiness can facilitate smoother adoption processes and enhance organizational preparedness.

Risk Mitigation: Addressing security concerns and ensuring reliability in S-commerce platforms are critical for mitigating risks associated with digital transactions. Organizations can invest in robust cybersecurity measures and reliable IT infrastructure to build trust and confidence among consumers.

Training and Development: Recognizing the importance of training programs to enhance employees' skills in using S-commerce platforms is crucial. Training initiatives can improve user acceptance and adoption rates, thereby optimizing the benefits derived from S-commerce investments.

Competitive Advantage: Leveraging early adoption of S-commerce technologies can provide organizations with a competitive edge in their respective industries. Understanding competitive pressures and aligning adoption strategies with market trends can position organizations as leaders in digital commerce.

5.3 Policy Implications

The review also highlights policy implications that could influence governmental and regulatory decisions regarding S-commerce adoption.

Regulatory Frameworks: Governments can consider establishing regulatory frameworks that promote innovation while safeguarding consumer interests in S-commerce transactions. Clear guidelines on data protection, consumer rights, and platform accountability can foster a trustworthy digital marketplace.

Incentives and Support: Providing financial incentives and support programs for SMEs to adopt S-commerce technologies can stimulate economic growth and competitiveness. Governments can collaborate with industry stakeholders to create conducive environments for digital entrepreneurship.

Standards and Compliance: Establishing technological standards and compliance requirements for S-commerce platforms ensures interoperability and enhances consumer confidence. Regulatory bodies can work with industry experts to develop best practices and certification programs for secure digital transactions.

5.4 Contribution to Knowledge

Overall, this SLR contributes to the body of knowledge by consolidating empirical evidence and theoretical frameworks related to S-commerce adoption in organizational contexts. The identified factors provide a nuanced understanding of adoption behaviors, offering insights for researchers, practitioners, and policymakers to advance S-commerce strategies.

Future Research Directions: The review suggests future research directions focusing on emerging trends in S-commerce, such as blockchain technology, artificial intelligence, and omnichannel integration. Investigating the evolving landscape of digital commerce and its implications for organizational strategies can further enrich our understanding of technological adoption in the digital age.

6.0 Conclusion

The study highlights the emergence and growth of Social commerce (S-commerce) facilitated by Web 2.0 technologies and Social Media (SM). It underscores the transformative impact of S-commerce on business operations and consumer behavior, especially in the context of Small and Medium Enterprises (SMEs). Furthermore, the study has systematically review factors influencing S-commerce adoption within organizations, focusing on technological, organizational, and environmental contexts. The Technology-Organization-Environment (TOE) framework serves as the theoretical foundation for evaluating adoption behaviors adhering to the PRISMA guidelines for systematic reviews.

The preliminary results section provides an overview of the selected articles, their distribution by publication year, subject area, and country of origin. It introduces a classification framework categorizing factors influencing S-commerce adoption into technological, organizational, and environmental dimensions, supported by specific examples from the

literature. The systematic literature review has consolidated existing knowledge on S-commerce adoption factors in order to inform IT researchers and practitioners by employing a rigorous methodology and comprehensive review framework. Finally, the study has provided valuable insights into effective S-commerce adoption strategies within organizational settings by highlighting the factors influencing its adoption.

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