A Systematic Mapping Review of Persuasive Speaking Strategies among Entrepreneurs in Digital Business Environment
(Kajian Pemetaan Sistematik Tentang Strategi Komunikasi Persuasif di Kalangan Usahawan dalam Perniagaan Secara dalam Talian)

*NURJANAH MAHAT, AZLINA ABDUL AZIZ, HANITA HANIM ISMAIL

ABSTRACT

Persuasive strategies used in business presentations by many entrepreneurs to market their products to potential customers are important strategy in gaining customers' trust. While various means of social media used to reach to their customer, literature shows that little attention has been given to the study of persuasive strategies in English discourse for the entrepreneurs using TikTok. Previous research had discussed marketing strategies rather than focusing on the arts of delivery, semantics, and persuasive elements in online business presentation. Thus, the aim of this study is to collect and extract information from the literature in search for the research gap, and analyse the most significant studies in the teaching of persuasive strategies on social media especially TikTok. The searching process will focus on papers published in journals from 2019 until 2023 using a systematic mapping review (SMR). A total of 239 relevant research papers from Scopus, Web of Science, Google Scholars online databases were retrieved. Nine final papers were selected in the study. Results from the review showed that the predefined requirement criteria which are the keywords such as persuasive strategies, entrepreneurs and social media were not all discussed as a whole idea and therefore they were not all satisfied in literature. There are limited studies on the persuasive strategies using English discourse in TikTok. Thus, a conceptual framework of measurement for teaching persuasive strategies using English discourse in TikTok by entrepreneurs should be developed to provide a comprehensive competency measurement and determining relevant persuasive strategies using English discourse in social media among entrepreneurs.

Key Words: Persuasive strategies; entrepreneurs; social media

ABSTRAK

Strategi persuasif yang digunakan dalam pembentangan perniagaan oleh ramai usahawan untuk memasarkan produk mereka kepada bakal pelanggan adalah strategi penting dalam mendapatkan kepercayaan pelanggan. Walaupun pelbagai cara media sosial digunakan untuk menarik minat pelanggan mereka, literatur menunjukkan bahawa sedikit perhatian telah diberikan kepada kajian pengajaran strategi persuasif dalam bahasa Inggeris untuk usahawan yang menggunakan TikTok. Penyelidikan sebelumnya telah membincangkan strategi pemasaran dan bukannya menumpukan pada seni penyampaian, semantik dan elemen persuasif dalam pembentangan perniagaan secara dalam talian. Oleh itu, matlamat kajian ini adalah untuk mengumpul dan mengekstrak maklumat daripada literatur untuk mencari jurang penyelidikan, dan menganalisis kajian paling signifikan dalam pengajaran strategi persuasif di media sosial terutamanya TikTok. Proses pencarian akan tertumpu kepada kertas kerja yang diterbitkan dalam jurnal dari 2019 hingga 2023 menggunakan semakan pemetaan sistematik (SMR). Sebanyak 239 kertas penyelidikan berkaitan daripada pangkalan data dalam talian Scopus, Web of Science, Google Scholars telah diambil. Sembilan artikel jurnal telah dipilih dalam kajian ini. Keputusan daripada semakan menunjukkan bahawa kriteria keperluan yang telah ditetapkan iaitu kata kunci seperti strategi persuasif, usahawan dan media sosial tidak dibincangkan secara keseluruhan dan terdapat kekurangan dalam literatur. Hasil kajian menunjukkan kajian terhad mengenai strategi persuasif menggunakan wacana bahasa Inggeris dalam TikTok. Justeru, rangka kerja konseptual pengukuran pengajaran strategi persuasif menggunakan Bahasa Inggeris dalam TikTok oleh usahawan harus dibangunkan untuk menyediakan pengukuran kompetensi yang komprehensif dan menentukan strategi persuasif yang relevan menggunakan bahasa Inggeris dalam media sosial dalam kalangan usahawan.

Kata kunci: Strategi persuasif; usahawan; media sosial

INTRODUCTION

English is viewed as a personal asset in the twenty-first century for contending with extremely competitive job marketplaces (Jiang, 2003). Majority of English language learners aim to speak English proficiently (Mohammadi & Enayati, 2018). First impressions of speaking ability and work opportunities are based on how naturally a speaker speaks (Nunan, 1991).

Language learners need to communicate well in English in order to land a job in a competitive climate across countries, including Malaysia, as underlined by Rao and Abdullah (2007) and Simion (2012). Since there are many unemployed people in Malaysia, most of them choose to start their own businesses. These business owners either operate offline or online, or both. Many of them choose internet businesses because they are more convenient, more flexible with their schedules, and less expensive. Entrepreneurs must increase their efforts and arm themselves with relevant knowledge and training to face current challenges.

To create ways for marketing goods or services, persuasive marketing strategies should be taught to consider human psychology since the promotional component of the oral marketing mix influences a customer's impulsive purchasing behaviour (Joule et al. 2007). Despite the wealth of diverse educational material on effective oral persuasive strategies (Pollack, Rutherford, and Nagy, 2017), this claim is rarely, if ever, backed up by in-depth analysis of the unique qualities of oral persuasive strategies (Daly and Davy, 2016a, b; Ducasse, 2020). It is important to examine several rhetorical features of good entrepreneurs' persuasive strategies in English to assist them in better preparing effective business oral communication and relate to market stakeholders' interests (Spinuzzi, 2014; Daly, 2016).

Thus, the research objectives for this study are: -
1. to find gaps in the literature
2. to examine the needs of having persuasive strategies research among the entrepreneurs that use Tik Tok to promote and market their products and services.

LITERATURE REVIEW

A. DIFFERENCES BETWEEN PITCHING AND PERSUASIVE SPEAKING STRATEGIES IN DIGITAL BUSINESS ENVIRONMENT

Pitching and persuasive strategies are important elements to attract customer's and funders' attention and trust. Entrepreneurs need to learn the arts of delivery, semantics, and persuasive essentials from varied previous pitch and persuasive strategies research. A pitch can be defined as a short but effective explanation that is intended to persuade someone to buy a product or accept an idea. According to Clark (2008), a pitch is an oral presentation of an opportunity to potential stakeholders and customers (Spinuzzi et al., 2014). A pitch might last anywhere from 30 seconds to two minutes.

Meanwhile, to persuade is defined in bigger contexts. According to Cambridge Dictionary, to persuade is to make someone do or believe something by giving them a good reason to do marketing or by talking to that person and making them believe it. Persuasive communication can be grouped into two, which are verbal and nonverbal communication. Persuasive communication can also be known as the utilization of verbal and nonverbal signals to affect attitudes and behaviours of the audience or listeners. There are various factors that contribute to effective persuasive strategies. They are the identity of the communicator, message or content of the speech, the credibility of the communicators and the attributes of the receiver and the variances in the communication channel (Chiu, 2007).

For entrepreneurs who present business plans, the affective manifestation of passion can take the form of nonverbal (such as the use of facial expressions and body language; smile) as well as verbal expressions, and the use of words that express one's emotional state. Entrepreneurs who are passionate about their businesses display strong feelings for their endeavours, by constantly thinking and actively talking about it, and are seeking out resources to make their ideas a reality.Entrepreneurs' passion is visible to venture capitalists or audience in a natural field setting to the extent that they exhibit emotions, provide evidence for the thinking they have done, and act in a manner that is consistent with their actions (Chen et al, 2009).

As stated above, below are the examples of various persuasive strategies: -

No.	Type of Persuasive Strategies	Advantages
1.	Based on van Werven, Bouwmeester and Cornelissen, enthymemes can be used when discussing a venture.	Entrepreneurs may achieve narrative plausibility. This approach is different to explicit claims that when they are always been asked by the funders when they state about the future (Garud et al., 2014; Martens et al., 2007).
	In enthymeme speeches, entrepreneurs will realize the venture's future product or performance as the present, making clear claims about the present state of product and market, and provide additional claims based on existing details.	Furthermore, an enthymeme can gain people's trust due to the influence of its persuasiveness even though they are talking about future product (Feldman and Solberg, 2002: 285).
		This claim is further supported by Beckert, enthymemes can enhance the plausibility of an entrepreneurial persuasive strategies and trigger audience to suspend its disbelief (2019).

... cont.

... cont.

2.	Another persuasive strategy is the 'selling-without-selling' dynamic, Vivien's product-focused blog and landing page are examples of this persuasive approach. Using this approach, customers are provided sufficient information through social media pieces, blog posts, videos, and informative screencaps. Entrepreneurs never influence the potential customers to buy immediately, instead they would propose more information in the form of a link to other product information. Eventually, they would present welcoming buttons like, "Get Integrated" or "Get started now". When consumers have downloaded a free trial, applied it, and are finally persuaded to pay for a subscription, they would have already been comfortable with the product content.	This modern approach is an example of content marketing. The useful captions ("Upgrade your development workflow!") and the nature of the content are content marketing (Wall and Spinuzzi 2018).
3.	For the classical rhetoric, it used the current patterns in the discourse formation (Albadalejo, 2014: 23). The initial step is to analyze the basic ingredients of discourse, logos, ethos, and pathos, which shape the words, the character of the speaker, and the emotions or rationality of the speech. The sender begins with the inventio, stage, focus on the aim of speech, to the receiver, what kind of arguments and formats of arguments to be applied. Later, in the dispositio stage, the speaker is to speak about the problem at the start and analyze it accordingly at the end to strengthen the argumentation. In the elocutio stage, words and syntactic structures that channel arguments are selected as they affect the receiver´s response since it stimulates different connotations. Lastly, in memoria, if the discourse needs to be memorized, and actio, staging the action, ethos is dignified as a fundamental communicative instrument when the discourse is spoken.	The sender offers an image of himself that transmits an enormous amount of information. Other than the staging, it can be in many forms for example television, newspaper etc. The goal is to deliver the message to the receiver like a court of justice, a forum, a parliament and etc (Santiago-Guervós, 2005, 2008). The discourse search for an emotional or a rational response. Thus, ethos, pathos and logos, inventio, dispositio, elocutio, memoria and action, and sender, receiver, channel, code and context are the basic components formed that outline suggested communication. Classical rhetoric already considered all these elements, that involves certain psychological and communicative traits of human beings which have not changed since the last 2500 years (Javier de Santiago-Guervós Fiona Rossette-Crake, 2020).

4.	Entrepreneurs reapply content from specialists in interaction genres, including those that they had created as well as those created by market stakeholders. But, when reusing it, entrepreneurs must analyze its feedback and connect it critically rather than receiving and duplicating feedback. They will also learn to make their pitch arguments	(Spinuzzi, 2015).

B. IMPORTANCE OF PERSUASIVE SPEAKING STRATEGIES IN DIGITAL BUSINESS ENVIRONMENT

The importance of research on digital entrepreneurship is what distinguishes it from other topics in the field of entrepreneurship. Similar calls for research strategies that consider the flexibility and nonlinearity of business experts have been made over the discipline of business enterprise (Bygrave, 2007).

Technology advancement over the past few decades has fundamentally altered company processes, procedures, products, and services by dismantling conventional modes of collaboration. For instance, social media interaction and technological advancements have provided new approaches to organizational structure, enabling business entrepreneurs to interact with a variety of customers and clients located in remote geographic regions and manage vast numbers of connections (Avgerou & Li, 2013; Di Domenico, Daniel, & Nunan, 2014; Sigfusson & Chetty, 2013).

Moreover, in the business industry, becoming a competent entrepreneur now requires a thorough understanding of a certain communicative genre. It is very important as it ensures that entrepreneurs can achieve the objectives of a business. There are several characteristics of business competence that affect the development of entrepreneurship as listed by Santos et al (2018): (1) commitment and dedication, (2) creative practices and innovative attitudes, (3) financial support, (4) the openness of the business community, (5) psychological and social risks support, and (6) the transfer of R&D results from the scientific community to the business community. This would summarise how business competency is seen as a combination of knowledge, skills, and behaviours applied to improve performance levels and to ensure an individual is qualified or able to perform his role in a given task. It also focuses on the values, qualities, and motivations of an individual who always consistently performs in completing his tasks.

In persuasive strategies, both oral and written genres are essential tools that entrepreneurs must use effectively as they advance in their careers. Oral genres can be difficult among the professionals when they utilize English as a Lingua Franca. Especially in the commercial world, entrepreneurs use persuasive strategies in introducing their products to the market. The presentations are brief, and persuasive speeches exercised by the presenters must be able to convince customers or investors to choose their products or services.

Recent multimodal nature of presentations stands out as a distinguishing feature (Valeiras-Jurado, 2019; Ruiz-Madrid & Fortanet-Gómez, 2016). The meaning is communicated by the speakers at various pitches using several semiotic techniques. Since some of these modes—like intonation, gaze, or gestures—are embodied, they cannot really be avoided in any situation involving oral speech. Like graphics in presentations, other modes are so commonplace that they are typically taken for granted. In any event, a competent orchestration of modes—especially when speakers are not using their native tongue—is crucial to the success of oral professional and academic genres (Morell, 2015).

On the other hand, in the context of online business competency, all characteristics mentioned before must align to the use of social media. This affects how an individual can use his knowledge, skills, behaviors, values, traits, and motivation to implement technology in his business. De costa, (2021) suggested that under the growing impact of neoliberalism (Block et al. 2012; Holborow 2015; Piller and Cho 2013), some ideological trends have united to reframe language learning as a plan of entrepreneurial self-development.

Entrepreneurs need to master persuasive strategies when they are using technology and must be competent to understand problems, including psychological issues, faced by customers and clients to use the technology. Social media technology plays a big role as an effective marketing method that provides more space for creativity and innovation from entrepreneurs.

Therefore, entrepreneurs must be prepared to apply various techniques when using the technologies in line with changing trends and the suitability of these technologies to their marketing systems. Entrepreneurs must be prepared to apply various technologies in line with changing trends and the suitability of these to their marketing practices.

A limited study in literature that combine persuasive strategies, entrepreneurs and social media provides a potential research gap. By using Systematic Mapping Review techniques, researcher reviews and analyzes persuasive speaking strategies among entrepreneurs that use social media from selected journals. The researcher attempts to produce a guide for other future development module of persuasive speaking strategies in English discourse using Tik Tok.

METHODOLOGY

This study contains three steps recommended by Garcia et al, 2019 (1) the main research topics are identified, (2) followed by identification of the most applied process mining algorithms, and (3) application domains among different business segments are reported on.

A brief explanation for this is how the problem may be formulated with the following question: to what extent do recent and respected publications deal with the theme of teaching persuasive strategies in online business communication among entrepreneurs? Gabarre (2015) suggested the proposal of several questions that should be identified and then categorized as variables for the studies (Gabarre, 2015). This question can be divided into three different variables: (1) persuasive strategies, (2) entrepreneurs, and (3) social media. These three variables were used to categorize the articles that were selected for SMR and should meet the requirement of recent publications.

A. REVIEW PROCESS

One of the fourteen review systems that have been utilised in a sizable number of researches is the systematic mapping review (SMR) (Grant and Booth (2009) as cited in Masdoki and Din (2021). According to Wang et al (2019), this systematic mapping reviews is to identify research gaps in existing literature. The SMR provides researchers with a useful approach for defining, synthesizing, and implementing today's rapidly developing literatures located within the interdisciplinary field of engineering education (Asghar & Minichiello,2022). It is a review method on existing research widely used when a focused of inquiry is in first step research development (Bond et al, 2020).

In comparison, systematic literature review (SLR) identifies, evaluates, interprets, and analyses the available research findings related to formulated research questions, topic areas, or phenomena. The purpose of conducting SLR is to construct a general vision, gather evidence of specific questions. and provide a summary of the literature (Mariano et al., 2017). SLR evaluates the size, scope and quality of the evidence base, while SMR is not primarily concerned with assessing the strength of findings and concluding optimum interventions (Heeb et al., 2020).

As a study aimed at collecting and analysing the most significant studies on teaching persuasive strategies in

oral business communication using social media among the entrepreneurs, the literatures collected were focused on those published in journals or presented at specialised international conferences from 2019 until 2023. Next, relevant information from the literature was extracted in search for the research gap. To offer useful tools to promote critical awareness about the areas of research interest and to identify the topics most in need for research, this study has been carried out as a solution in finding the research gap.

B. SYSTEMATIC MAPPING REVIEW (SMR) SEARCH PROCESS

A predefined search strategy was developed in this study to minimize bias during the search of papers and to find for relevant literature review (Maisiri & Van Dyk, 2020). The study used three key search terms: Persuasive strategies, entrepreneurs, and social media. The literature search was conducted on three different sources which are Scopus, Web of Science, and Google Scholars online databases, and included the search of grey literature on key consulting organisation websites. This is also done by expanding the data source by a dedicated search of reference lists (Maisiri & Van Dyk, 2020; Lukersmith et al., 2016). Table 2 was designed to identify and categorise the keywords which represent factors concerning persuasive strategies for digital business environement among entrepreneurs.

Table 2. Keyword and its requirement

Keywords (KW)	Requirements of criteria
Persuasive strategies (KW1)	Existing works that address persuasive strategies specifically in oral business communication from the social media platform (Ramírez-Montoya et al., 2021).
Entrepreneurs (KW2)	Papers that propose persuasive strategies in oral business communication that use social media employed by the entrepreneurs (Himmetoğlu et al., 2012; Miranda et al., 2019; Miranda & Molina, 2020; Peredrienko et al., 2020).
Social Media (KW3)	It is a platform that is used by entrepreneurs to market their products and services. The instructional approach that accommodates the diversity of entrepreneurs (abilities, interest, level of thinking, personalities, demographic background) by adopting specific persuasive strategies, assessing individual needs, and finally pursuing optimal business outcomes (Suprayogi & Valcke, 2016; Suprayogi et al., 2017).

C. INCLUSION AND EXCLUSION CRITERIA

Iterative inclusion and exclusion criteria (Maisiri & Van Dyk, 2020; Shahrol et al., 2020) were conducted to select relevant studies published between 2019 and 2023. The process consists of the following criteria:

1. A collection of papers was reviewed and sorted from the library. Priority is given to published papers from journals and conferences proceeding papers to be included in the list of analysis.
2. The selected papers should at least contain factors concerning teaching persuasive strategies for oral business communication and the field of study must be related to online business. The persuasive strategies models or framework were included.
3. The selected papers were required to include keywords that attempt to define, propose, suggest, or describe existing works of persuasive strategies for oral online business among entrepreneurs and /or persuasive strategies for oral in business that use social media medium among entrepreneurs.
4. For exclusion, papers published older than 2019 were excluded.
5. Papers that do not follow the listed keyword, even if from a related field, were excluded.
6. Papers using the terms persuasive strategies for oral business communication loosely in relation to business using social media were also excluded.

D. DATA ANALYSIS METHOD

The data analysis is mainly focused on identifying design requirement gaps in the included mapping review literature (Maisiri & Van Dyk, 2020). This process was done as measured against the predefined criteria requirements for persuasive strategies for oral business communication that has been presented in Table 1. The papers that fulfilled the inclusion and exclusion criteria were short-listed and reviewed for final selection. There are 9 steps of systematic mapping review process as shown in Figure 1 below.
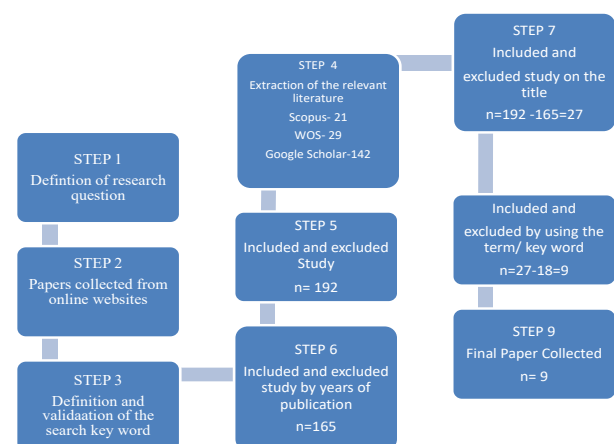

Figure 1. Systematic Mapping Review Process & Results

The papers that fulfilled the inclusion and exclusion criteria were short-listed andreviewed for final selection.

FINDINGS AND DISCUSSION

A brief finding of systematic mapping reviews results and the gap analysis results will be explained in this section. Fifteen papers were included in the systematic mapping review. The results are as in Table 1:

Table 1. Gap Analysis Result

Paper Title and Reference	Country	Scopus/ WOS Journals	Google Scholar	KW1/ KW2/ KW3
Physique Brand Identity Persuasiveness in Social media Message Content (Johan et al, 2022)	Malaysia	-	/	KW 1
Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness (Chekima, B. et al, 2020)	Malaysia	-	/	KW2
Ethos or the Discursive Enrichment of the Presentation of the Self (Rosette-Crake, F. 2022)	Switzerland	-	/	KW2
Memes, Memes, Everywhere nor any memes to trust: examining the credibility and persuasiveness of covid 19 -related memes (Wasike, B., 2022)	UK	/	-	KW3
Introducing the contentpreneur Making the case for research on Content creation -based online platforms (Johnson et al, 2022)	USA	/	-	KW3
Trust Me, I'm an Influencer!-causal recipes for customer trust in artificial intelligence influences in the retail industry (Alboqami, H. 2023)	SAUDI ARABIA	/	-	KW3
Persuasive Language in ELT-Related ads on social media (Moghaddam, M. et al, 2023)	IRAN	/	-	KW1
Inspire me, please! The effect of calls to action and visual execution on customer inspiration in Instagram communications (Oltra, I. et al, 2022)	SPAIN	/	-	KW1
What is influencer marketing and how does it target children? A review and direction for future research (De Veirman, M., et al 2019)	USA	/	-	KW3

... *cont.*

Key: Satisfied the relevant requirement; Relevant requirement not satisfy. / partially satisfied;

KW1 = Persuasive Strategies;KW2 = Entrepreneurs; KW3 = Social Media

A significant number of teaching persuasive strategies in business communication research reviewed in this study focused on skill requirements (Maisiri & Van Dyk, 2020) in oral communication. In Table 1, almost all articles discuss persuasive strategies and social media as the online business platform. However, only two articles discuss entrepreneurs' persuasive strategies, namely one in Malaysia and another in Switzerland. Only the research conducted in Malaysia discussed young Malay entrepreneurs. Since 2019, more studies have been conducted related to persuasive strategies among entrepreneurs but there are still relatively few empirical studies examining

entrepreneurs' persuasive strategies in oral business communication using social media platform in depth. Only nine studies discussed online business communication using persuasive strategies with various platforms of social media. There is still a lack of studies that measure and evaluate persuasive strategies in oral business communication using social media, specifically among entrepreneurs.

Figure 2 show a total of eight papers, and as many as 53.3% consider the persuasive strategies in oral business communication. Another 13.3% or 2 papers deal with entrepreneurs. It should be noted that in these in all 9 papers, only 2 papers dealt with persuasive strategies in oral online business communication employed by young entrepreneurs and only 1 of the 2 papers conducted focused on the young Malay entrepreneurs. In this context, the data collected shows that the researchers consider the persuasive strategies in oral online business communication among entrepreneurs as a new transformational method for carrying out persuasive strategies. There is a lack of empirical studies assessing the persuasive strategies in oral business communication entrepreneurs.
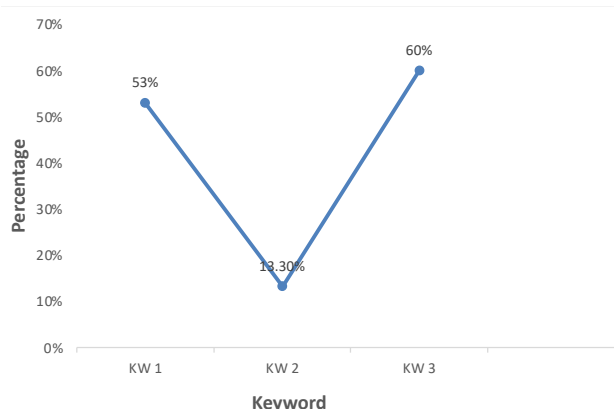

Figure 2. Keywords results by percentage.

Overall, the literatures explained factors concerning persuasive strategies (KW1) in terms of its differences from business pitch, entrepreneurs (KW2) and oral business communication using social media (KW3). All these factors can be grouped as factors in contributing persuasive strategies.

All the factors identified were discussed separately and are yet to be studied as a group of potential variables which contribute to the measurement of persuasive strategies in oral business communication using social media by the young Malay entrepreneurs.

Limited studies concerning persuasive speaking strategies and its method in digital business environment business may contribute to effec tive and competent business communication marketing strategies. Most studies in literature were carried out to review on the persuasive strategies in oral business communication. While from the majority of studies that discuss on the persuasive strategies, only one study was carried out to discuss the persuasive strategies employed by the young Malay entrepreneurs. Thus, this finding shows that there is a lack of persuasive speaking strategies for digital business environment among young Malay entrepreneurs. There is a noticeable shortage of studies that can provide empirical studies concerning persuasive speaking strategies for digital business environment using Tik Tok. Thus, this result may provide a good research gap for future studies.

CONCLUSION

The scope of this research is to identify and analyse the most significant studies for the persuasive speaking strategies in digital business environment. The findings prove that there has been limited research done on persuasive speaking strategies in digital business environment. Thus, this can strengthen the support regarding the importance of building a guide for teaching persuasive speaking strategies in digital business environment. A conceptual framework of instrument measuring persuasive speaking strategies in digital business environment using social media specifically Tik Tok should be developed. The findings also could recommend researchers to implement and provide various training and workshops in encouraging young entrepreneurs to sharpen their persuasive speaking strategies in digital business environment. It may be important for research to develop competency assessment tools and necessary measurements. Therefore, a valid construction of instruments will facilitate the measurement process and has the potential to help provide empirical evidence that can be used as a reference for future studies.

ACKNOWLEDGEMENTS

REFERENCES

Alboqami, H. (2023). Trust me, I'm an influencer!-Causal recipes for customer trust in artificial intelligence influencers in the retail industry. *Journal of Retailing and Consumer Services*, *72*, 103242.

Bond, M., Buntins, K., Bedenlier, S., Zawacki-Richter, O., & Kerres, M. (2020). Mapping research in student engagement and educational technology in higher education: A systematic evidence map. *International*

journal of educational technology in higher education, *17*(1), 1-30.

Chekima, B., Chekima, F. Z., & Adis, A. A. A. (2020). Social media influencer in advertising: The role of attractiveness, expertise and trustworthiness. *Journal of Economics and Business*, *3*(4).

De Veirman M, Hudders L and Nelson MR (2019) What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research. *Front. Psychol.* 10:2685. doi: 10.3389/fpsyg.2019.02685

De Santos Garcia et al, 2020. Process mining techniques and applications –A systematic mapping study,Expert Systems with Applications, Cyberpsychology, Behavior, and Social Networking Volume 133, 2019, Pages 260-295,ISSN 0957-4174, https://doi.org/10.1016/j.eswa.2019.05.003.

Egger, M., Smith, G. D., & Phillips, A. N. (1997). Meta-analysis: Principles and Procedures.*British Medical Journal.* 315(7121), 1533-1537.https://www.bmj.com/content/315/7121/1533.full

Gabarre, S. (2015). *Foreign Language Learning Through Ubiquitous Mobile Social Networking*[Ph.D thesis, Universiti Kebangsaan Malaysia].

Gabarre, S., Gabarre, C., Din, R., Shah, P. M., & Abdul Karim, A. (2015). Mobile Assisted Social Networking Langauge Learning. Journal of Personalized learning. http://spaj.ukm.my/jplearning/index.php/jplearning/article/view/15

Heeb, R., Hooper, B., & Taff, S. (2020). Representation of Theory in Occupational Therapy Education: An International Systematic Mapping Review 1940 – 2015. *Journal of Occupational Theraphy Education, 4*(4). https://doi.org/10.26681/jote.2020.040401

Johan, M. R. M., Syed, M. A. M., & Adnan, H. (2022). Physique brand identity persuasiveness in social media message content. *Jurnal Pengajian Media Malaysia*, *24*(1), 17-34.

Johnson, Nick & Short, Jeremy & Chandler, Jeffrey & Jordan, Samantha. (2022). Introducing the contentpreneur: Making the case for research on content creation-based online platforms. Journal of Business Venturing Insights. 18. e00328. 10.1016/j.jbvi.2022.e00328.

Lukersmith, S., Millington, M., & Salvador-Carulla, L. (2016). What is case management? A Scopping and Mapping Review. *International Journal of Integrated Care, 16(4),* 113. http://doi.org/10.5334/ijic.2477

Maisiri, W., & Van Dyk, L. (2020). Industry 4.0 Competence Maturity Model Design Requirements: A Systematic Mapping Review. *2020 IFEES World Engineering Education Forum - Global Engineering Deans Council (WEEF-GEDC),* 1-6. https://doi.org/10.1109/WEEF-GEDC49885.2020.9293654

Mariano, D.C. B., Leite, C., Santos, L.H.S., Rocha, R. E. O., & Melo-Minardi, R. C. (2017).A Guide to Performing Systematic Literature Reviews in Bioinformatics. *arXiv: Quantitatve Methods, 1*, 92-100. https://arxiv.org/abs/1707.05813

Martin, J., Bohuslava, J., & Igor, H. (2018). Augmented reality in Education 4.0. *In Proceedings of the IEEE 13th International Scientific and Technical Conference on Computer Sciences and Information Technologies (CSIT),* 1, 231–236. https://doi.org/10.1109/STC-CSIT.2018.8526676

Masdoki, M., & Din, R. (2021). Teaching 4.0 competency in higher learning institutions: A systematic mapping review. *International Journal of Learning, Teaching and Educational Research*, *20*(10).

Miranda, J., López, C. S., Navarro, S., Bustamante, M. R., Molina, J. M., & Molina, A. (2019). Open Innovation Laboratories as Enabling Resources to Reach the Vision of Education 4.0. *In Proceedings of the 2019 IEEE International Conference on Engineering, Technology and Innovation (ICE/ITMC),* 1–7. https://doi.org/10.1109/ICE.2019.8792595

Miranda, J., & Molina, A. (2020). Designing Hybrid Learning Programs in Higher Education by Applying Education 4.0: The Innovation Challenge Bootcamp as Case Study. *In Proceedings of the 2020 IEEE Learning with MOOCS (LWMOOCS),* 31–36. https://www.mdpi.com/2071-1050/13/11/5768/htm

Morady Moghaddam, M., & Esmaeilpour, F. (2023). Persuasive Language in ELT-Related Ads on Social Media. Journal of Psycholinguistic Research, 1-26.

Oltra, Itziar & Camarero, Carmen & San Jose, Rebeca. (2021). Inspire me, please! The effect of calls to action and visual executions on customer inspiration in Instagram communications. International Journal of Advertising. 1-26. 10.1080/02650487.2021.2014702.

Paternoster, N., Giardino, C., Unterkalmsteiner, M., Gorschek, T., & Abrahamsson, P. (2014). Software development in startup companies: A systematic mapping study. *Information and Software Technology*, *56*(10), 1200-1218

Peredrienko, T., Oxana, B., & Yaroslavova, E. (2020). New Language Learning Environment: Employers' - Learners' Expectations and the Role of Teacher 4.0. *International Journal of Instruction, 13*,105-118. https://doi.org/10.29333/iji.2020.1338a.

Ramírez-Montoya, M. S., Loaiza-Aguirre, M. I., Zúñiga-Ojeda, A., & Portuguez-Castro, M. (2021). Characterization of the teaching profile within the framework of education 4.0. *Future Internet*, *13*(4),1–17.https://doi.org/10.3390/fi13040091

Rossette-Crake, F. (2022). Ethos, or the Discursive Enactment of the Presentation of the Self. In *Digital Oratory as Discursive Practice: From the Podium to the Screen* (pp. 211-235). Cham: Springer International Publishing. *Market, and Complexity*, *6*(4), 123. https://doi.org /10.3390/joitmc6040123

Shahrol, S. J. M., Sulaiman, S., Samingan, M. R., & Mohamed, H. (2020). A Systematic Literature Review on Teaching and Learning English Using Mobile Technology. *International Journal of Information and EducationTechnology*,*10*(9),709-714. https://doi.org/10.18178/ijiet.2020.10.9.1447

Soenarto, S., Sugito, Suyanta, Siswantoyo, & Marwanti. (2020). Vocational And Senior High School Professional Teachers In Industry 4 0. *Education Horizon, 39(3),* 655–665. https://doi.org/10.21831/cp.v39i3.32926

Suprayogi, M. N., & Valcke, M. (2016). Differentiated instruction in primary schools: Implementation and challenges in Indonesia. *PONTE*, 72(6), 2-18.. https://biblio.ugent.be/publication/7249942

Suprayogi, M. N., Valcke, M., & Godwin, R. (2017). Teachers and their implementation ofdifferentiated instruction in the classroom. *Teaching and Teacher Education*, 67, 291–301. https://biblio.ugent.be/publication/8526487

Syamsuar & Reflianto, (2018). Education and Learning Challenges based on Information Technology in the Era of Industrial Revolution 4.0. *Scientific Journal of Educational Technology, 6(2),* 1-13. https://doi.org/10.24036/et.v2i2.101343

Wang, C., Daneva, M., van Sinderen, M., & Liang, P. (2019). A systematic mapping study on crowdsourced requirements engineering using user feedback. *Journal of software: Evolution and Process*, *31*(10), e2199.

Wasike, B. (2022). Memes, memes, everywhere, nor any meme to trust: Examining the credibility and persuasiveness of COVID-19-related memes. *Journal of Computer-Mediated Communication*, *27*(2), zmab024.

Nurjanah binti Mahat
Kolej MARA Banting, Selangor
nurjanah@mara.gov.my

Azlina binti Abdul Aziz
Universiti Kebangsaan Malaysia
azlina1@ukm.edu.my

Hanita Hanim binti Ismail
Universiti Kebangsaan Malaysia
hanitahanim@ukm.edu.my

*Corresponding Author: nurjanah@mara.gov.my