**Title:** Entrepreneurial Social Media Marketing

**Chair:** Dalong Ma, Ph.D., University of Northern Colorado, USA

**Co-Chair:** Huan Chen, Ph.D., University of Florida, USA

**Speakers**

* Huan Chen, Ph.D., University of Florida, USA. huanchen@jou.ufl.edu
* Zifei "Fay" Chen, Ph.D., University of San Francisco, USA. zifei.chen@usfca.edu
* Dalong Ma, Ph.D., University of Northern Colorado, USA. dalong.ma@unco.edu
* Chao Miao, Ph.D., Salisbury University, USA. cxmiao@salisbury.edu

**Goal of the workshop**

* Introduce the current research on Entrepreneurial Social Media Marketing.
* Discuss future potential research on Entrepreneurial Social Media Marketing.
* Develop future research projects on Entrepreneurial Social Media Marketing.

**Topics (Subject to Change)**

* Chinese Entrepreneurs’ Experience of Social Media Marketing: Perception, Strategy, and Challenge. (Huan Chen and Dalong Ma, 2021)
* Strategic use of social media for stakeholder engagement in startup companies in China. (Zifei Chen, 2017)
* Dialogues with entrepreneurs in China: How start-up companies cultivate relationships with strategic publics. (Zifei Chen, 2017)
* How do entrepreneurs leverage their social media resources to influence their firm performance? A Review of Current Literature and Future Research Directions. (Chao Miao and Shanshan Qian, 2021)
* Social media resources and entrepreneurial persistence. (Dalong Ma and Huan Chen, 2021)

**Intended participants and admission criteria for the participants**

None.

**Time requirement of the workshop**

45 minutes.