

# SOCIAL NETWORKING AND ECONOMIC SUSTAINABILITY OF PRINTING BUSINESSES IN SOUTH-EAST, NIGERIA

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## Abstract

This study examines the relationship between social networking and the economic sustainability of printing businesses in South-East Nigeria. Despite the growing body of research on the influence of social networking on business sustainability, there is a significant gap in the literature regarding the specific implications for printing businesses in the South-East region of Nigeria. While studies have explored the influence of social networking on economic sustainability in various industries, there is a lack of research that specifically addresses the printing industry in this specific geographical context. Hence, this study fills this gap by examining the relationship between social networking and economic sustainability with focus on printing firms in South-East, Nigeria. The study employed a quantitative research design, which involved the collection and analysis of data through structured questionnaire distributed to printing business owners and managers in South-East Nigeria. The study adopted purposive and snowball sampling techniques of 15 printing businesses in the region, which were selected based on their size, location, and years of operation. Copies of the questionnaire were distributed face-to-face, email, WhatsApp and Google Form. Responses were received from a total of 213 respondents comprising owners, managers, supervisors, social media handlers, IT personnel and support staff from the 15 printing businesses. The research hypotheses were tested using the Kendall's tau correlation coefficient. The correlation coefficient of 0.3 and above at a 5% level of significant was considered significant and acceptable. The findings reveal that social networking plays a significant role in the economic sustainability of printing businesses in South-East Nigeria. The study also highlights the specific social networking platforms that are most effective in promoting businesses and engaging with customers. The results have implications for policymakers, printing business owners, and marketing professionals, who can leverage social networking to promote economic sustainability in the region's printing industry. In addition, the study contributes to the literature on the intersection of social networking and economic sustainability and provides practical insights for businesses in emerging markets.

**Keywords:** Social Networking, Economic Sustainability, Printing Businesses

## 1. INTRODUCTION

The printing industry in South-East Nigeria is one of the key contributors to the economic growth of the region. However, the industry has been facing challenges due to the emergence of digital technology, which has led to a decline in the demand for traditional printing services (Ifeduba, 2013). The sector contributes significantly to the growth and development of the Nigerian economy through job creation, wealth generation, and technology transfer (Kuye & Adeyemo, 2020). The sector has also experienced significant growth and diversification over the years, with the adoption of new technologies and increased demand for print-related services. However, the sustainability of the printing

industry is threatened by various factors, including intense competition, rising costs of production, and technological changes (Kelvin & Odunayo, 2020).

In recent years, social networking has emerged as a potent tool for promoting economic sustainability in various sectors of the economy, including the printing industry. Social networking refers to the use of online platforms and tools to connect and interact with individuals and groups, and it provides a range of opportunities for businesses to enhance their competitiveness, expand their market reach, and improve their efficiency and effectiveness (Bryant & Dundar, 2018). In the context of the printing industry, social networking can facilitate the exchange of ideas, knowledge, and best practices among businesses, customers, and other stakeholders, thereby enhancing their capacity to innovate and adapt to changing market conditions (Wikstrom & Ellonen, 2015).

The effectiveness of social networking has made it possible for printing businesses to compete with large companies, enabling them to pursue objects that make them sustainable (Gil-Gomez, Guerola-Navarro, Oltra-Badenes, & Lozano-Quilis, 2020). A wide variety of social media platforms such as Twitter, Facebook, Instagram, LinkedIn, Slack, blogging platforms, WeChat, and Whatsapp, which can be used by printing businesses, exist. Mostly, one of these sites is chosen by an organization based on the number of individuals or consumers who patronize that platform or network and the user-friendliness of the site (Dehghani, Niaki, Ramezani, & Sali, 2016). Kaplan and Haenlein, (2010) have indicated that social networking as a sustainable tool for advertisements ensures delivery of goods and services directly to consumers for consumption without delay and at affordable price.

Although printing businesses are performing well in South-East, Nigeria, their long-term economic sustainability is being challenged. This is mostly because the methods of advertisement and networking adopted by these businesses are inclined towards the traditional mode than the use of social networks despite the possibility of the latter have been adopted as a strategic tool to meet the demands of customers (Apenteng, Ekpo, Mutiso, et al., 2020). Interestingly, SMB Group (2012) asserts that one in five small firms do not have a strategy for the usage of social media (Apenteng, & Doe, 2014). Likewise, despite the potential benefits of social networking, there is a limited understanding of its impact on the economic sustainability of printing businesses in South-East, Nigeria. Previous studies have focused primarily on the adoption of social media by businesses and the factors influencing its adoption, with little attention to the economic outcomes of social networking (Kuye & Adeyemo, 2020). It is in this regard that this research was set out with the main objective to assess the role of social networking as a strategic tool towards economic sustainability of printing business in South-Eastern, Nigeria and to also offer suggestions on the various social networks that can be used strategically by printing businesses in a developing country. The study contributes to the existing knowledge by providing empirical evidence on the role of social networking as a strategic tool for economic sustainability. Therefore, this study explores the role of social networking in the economic sustainability of printing businesses in South-East Nigeria.

## 2. LITERATURE REVIEW

### Social Networking

Social networking has become a ubiquitous tool for communication and social interaction, and it has been widely adopted by businesses to connect with customers, promote their products and services, and enhance their online presence (Kaplan, 2015; Ibekwe, et al., 2019). Social networking refers to the use of online platforms such as Facebook, Twitter, LinkedIn, Instagram, and WhatsApp to create, share, or exchange information, ideas, and opinions (Kaplan & Haenlein, 2012). Social networking offers several benefits to businesses, including cost-effectiveness, wider reach, increased engagement, and improved brand awareness (Kaplan & Haenlein, 2014).

Social networks have become thoroughly rooted in modern culture. People have woven these networks into their daily routines. Social networking has a vital influence on our lives as it helps a lot in every field of life such as political field, economic field, and educational fields; it helps organizations achieve their brand goals. The development of social networking has opened new opportunities to apply for jobs, create endorsements, visualize candidates' network connections, interact with common friends, and bring more arguments to help with hiring decisions. Its profound impact is seen daily in almost every domain of our lives. Social networking sites (SSN) are venues for building social identity (Kwon & Wen, 2010) and impression management (Hall, Pennington, & Lueders, 2014).

The availability of numerous social networking sites has posed a challenge to generalize SNS's research and to formulate predictions (Hargittai, 2007). However, the SNS's that exist share a common trait in that they all have a visible network. A social networking service is an online service, platform, or site that focuses on facilitating the building of social relations among people, (Bhinde, 2019). Social network sites as web-based services that allow users to construct an individual profile to interact with contacts also enable the visualization of friends' networks within the system. These platforms allow users to learn detailed information about contacts, share it with others, and build online human relationships (Kwon & Wen, 2010; Valenzuela, Park & Kee, 2009).

Social networking services involve social relations among people (Light, 2014). Social networking is defined as social space-based internet or mobile tools designed to facilitate communication, cooperation, and content sharing between networks. These services enable their users to connect with their friends and colleagues, to send e-mail and instant messages, to blog, to meet new people, and to send personal information profiles that contain blogs, photos, videos, pictures, and audio content. Social networking services also allow their users to make their interests public, to connect and communicate with other users, and form groups on specific topics (Redecter, Ala-Mutka, Bacigalupo, Ferrari, Punie, 2009).

A social network is a perspective of sociological analysis that emerged in the 1960s. At present, the main theories include strong ties and weak ties theory, social capital theory, and structural hole theory. After years of development, the social network theory has been

widely used in the fields of computing science, economics, and information dissemination. And it has become an important theory and method for research. Network refers to the relationship between individuals (Tabassum, Pereira, & Fernandes, 2018) and social network was first put forward by the famous British anthropologist Radcliffe Brown in his attention to structure. It focuses on how culture stipulates the behavior of internal members of a bounded group, while actual interpersonal behavior is much more complex. With the expansion of application scope, the concept of the social network has exceeded the scope of interpersonal relationships (Liang, 2015). Network actors are no longer limited to individuals; they can also be collectives, such as families, departments, organizations, institutions, and countries. With the development and improvement of social network theory, social network, which is originated from sociology began to be applied in pedagogy, economics, and other fields, (Kereri, & Harper, 2019).

A social network is a collection of social actors which is treated as nodes and their relationships (Tabassum, Pereira, & Fernandes, 2018). Among them, the actor may be an individual, the organization, or the state. The relationship between actors is the specific content between two actors, including the relationship between actors (friendship and partnership), the interaction between actors (benefit-exchanging and information transmission), and the evaluation of actors (trust and respect) (Zhang, Xu, & Li, 2019; Leonard, Horsfall, & Noonan, 2015). Social networking adopts two-way communication between businesses and their customers to facilitate and initiate business opportunities and receive feedback.

### **Economic Sustainability**

Economic sustainability is a critical concept in achieving long-term economic growth, social well-being, and environmental conservation (Ivwurie & Akpan, 2021). It requires balancing economic growth with social and environmental concerns to ensure that economic development is sustainable over time. Economic sustainability is a critical aspect of sustainable development, and it refers to the ability of an economy to meet the needs of the present generation without compromising the ability of future generations to meet their own needs (Brundtland Commission, 1987). It is about creating an economic system that is resilient, adaptable, and inclusive, capable of providing opportunities for all, reducing poverty and inequality, and promoting environmental stewardship (United Nations, 2015).

In achieving economic sustainability, there is a need to balance economic growth with social and environmental factors. This implies that economic development should not be pursued at the expense of social or environmental well-being. The United Nations (2015) identified three key dimensions of economic sustainability: economic growth, social inclusion, and environmental protection. These dimensions are interrelated and interdependent, and they must be addressed in a holistic manner to achieve sustainable economic development.

Economic growth is a critical aspect of economic sustainability, and it refers to the increase in the production of goods and services over time. However, economic growth

must be inclusive and sustainable, such that it benefits all members of society, including the poor and marginalized. Social inclusion is also critical to economic sustainability, and it refers to the process of ensuring that all members of society have access to the benefits of economic growth, including education, healthcare, and employment opportunities. This helps to reduce poverty, inequality, and social exclusion, which are detrimental to economic sustainability. Environmental protection is also important in economic sustainability, as it ensures that natural resources are used in a sustainable manner to support economic development without compromising the ability of future generations to meet their own needs.

In the context of printing businesses in South-East, Nigeria, economic sustainability is essential for their long-term viability and success. The printing industry in Nigeria is a critical sector of the economy that contributes to economic growth and development. However, like most industries in Nigeria, the printing industry faces several challenges that threaten its economic sustainability. These challenges include poor infrastructure, lack of access to finance, and inadequate policies and regulations (Adedokun et al., 2020).

Therefore, the concept of economic sustainability is crucial for the survival and growth of printing businesses in South-East, Nigeria. By adopting sustainable practices that balance economic growth, social inclusion, and environmental protection, printing businesses can contribute to the economic development of the region while also ensuring their long-term viability and success.

### **Hypotheses Development**

Social networking platforms are powerful additions to every printing company's marketing strategy (Adedokun et al., 2020). When used effectively, social networking platforms make it easier for printing companies to keep in touch with clients especially if they live far away as well as help to market their services to old and prospective customers (Ainin, Parveen, & Moghavvemi, 2015). Additionally, social networking platforms are medium of information exchange between partners and help in reducing communication costs and barriers. In the aspect of economic sustainability, several preliminary works have documented the importance of social networking platforms in improving business sustainability (Kaur & Gupta, 2020). Social networking platforms have become a kind of bridge between businesses and the potential consumer community therefore the effective use of social networks can enhance productivity and increase revenue thus ensuring sustainability.

Previous studies reveal that the use of social networking makes employees happier and, therefore, more productive (Ainin, Parveen, & Moghavvemi, 2015; Wardati & Mahendrawathi, 2019) while other studies consider social networking as a reason for reduced productivity since it can waste time and be addictive (Algharabat, Rana, Alalwan, et al., 2020; Bonsón & Ratkai 2013). These studies that argue that using social networking reduces productivity in the workplace looked only at the time wasted as a result of social networking sites use in the workplace and ignored the possible indirect benefits such as



enhanced job satisfaction, higher organizational commitment, lower absenteeism, higher retention rates, higher innovative behavior, and increased productivity.

Specifically, several studies have explored the role of social networking in the sustainability of businesses. For instance, Molla and Licker (2015) found that social networking has a positive impact on customer engagement and loyalty, which in turn can enhance business sustainability. Similarly, Duffett (2015) found that social networking can improve customer satisfaction, trust, and loyalty, which can contribute to the economic sustainability of businesses. In the printing industry, social networking has been found to be an effective tool for promoting products and services, enhancing customer engagement, and improving brand awareness (Kaur & Gupta, 2020). However, the adoption of social networking by businesses is influenced by several factors, including organizational culture, management support, technological infrastructure, and social media literacy (Molla & Licker, 2015). In Nigeria, the adoption of social networking by businesses is still relatively low, with many businesses lacking the necessary infrastructure and social media literacy to effectively use social networking for business purposes (Kaur & Gupta, 2020). This is particularly true for small and medium-sized enterprises (SMEs), which constitute a significant proportion of printing businesses in South-East Nigeria. Flowing from the above arguments, we proposed that:

- i. Adoption of Facebook has significant effect on sales turnover.
- ii. Usage of LinkedIn significantly influence employee engagement.
- iii. Adoption of Slack significantly affect cost operation.

### **3. METHODOLOGY**

#### **Research Design and Participants**

This research article employed a quantitative research design, which involved the collection and analysis of data through structured questionnaire distributed to printing business owners, managers, supervisors, social media handlers, IT personnel and support staff in South-East Nigeria. The study adopted purposive and snowball sampling techniques of 15 printing businesses in the region, which were selected based on their social media presence, size, location, and years of operation. The questionnaire were distributed face-to-face, email, WhatsApp and Google Form. A total of 285 respondents, however 213 copies were returned which represented a return rate of 74.7 percent which satisfied the 60 percent suggested by Morton, Bandara, Robinson and Carr (2012) for a questionnaire study.

#### **Description of Research Instrument**

The questionnaire is a formalized framework consisting of carefully constructed set of questions and scales intended to elicit the required information from the subjects. The questionnaire is designed to reflect twenty questions. The questionnaire was divided into two (2) sections (A&B). Section A elicited information on the demographic data of the

respondents while section B obtained information on the subject matter under investigation. Responses to the second part of the questionnaire are scaled on a five-point Likert-type continuum which ranges from (1) strongly disagree (SD), (2) Disagree (D), (3) Neutral (N), (4) Agree (A) and (5) Strongly Agree (SA). The questionnaire was distributed via a carefully structured online questionnaire. To measure these variables, respondents were requested to react to various statements on the measures (refer Appendix B).

### Method of Data Analyses

The Kendall rank correlation coefficient was used to test the study's hypotheses. Probability value (p-value), and Kendall rank correlation coefficient (tau) values were used in interpreting the result. Kendall rank is a statistic used to measure the ordinal associations between two measured quantities. All analyses were done through SPSS version 26.

## 4. RESULTS AND DISCUSSIONS

The section focuses on the causality between the three facets of social networking (Facebook, LinkedIn, and Slack) and three measures of economic sustainability (sales turnover, employee engagement, customer retention, and cost of operations). The relation test was performed using the Kendall's tau rank correlation coefficient which is based on a significance rate of 0.05. The check for the level of effect of the independent variable on the dependent variable was performed with the probability value as the criterion for estimating important (where  $P < 0.05$ ) causalities and irrelevant (where  $P > 0.05$ ).

### Hypothesis One: Facebook Adoption and Sales Turnover

**Table 1: Effect of Facebook Adoption on Sales Turnover**

			Facebook Adoption	Sales Turnover
Kendall's tau_b	Facebook Adoption	Correlation Coefficient	1.000	.710**
		Sig. (2-tailed)	.	.001
		N	213	213
	Sales Turnover	Correlation Coefficient	.710**	1.000
		Sig. (2-tailed)	.001	.
		N	213	213
**. Correlation is significant at the 0.05 level (2-tailed).				

SPSS output, Version 26.

Table 1 shows the effect of Facebook adoption on sales turnover. The result revealed that, Facebook adoption has a strong positive effect on sales turnover ( $\tau = 0.710$ ,  $p > 0.05$ ). Thus, the alternative hypothesis was accepted.

## Hypothesis Two: LinkedIn Usage and Employee Engagement

**Table 2: Effect of LinkedIn Usage on Employee Engagement**

			LinkedIn Usage	Employee Engagement
Kendall's tau_b	LinkedIn Usage	Correlation Coefficient	1.000	.656**
		Sig. (2-tailed)	.	.000
		N	213	213
	Employee Engagement	Correlation Coefficient	.656**	1.000
		Sig. (2-tailed)	.000	.
		N	213	213

\*\* . Correlation is significant at the 0.05 level (2-tailed).

SPSS output, Version 26.

Table 2 shows the effect of LinkedIn adoption on employee engagement. The result revealed that, LinkedIn adoption has a moderate positive effect on employee engagement (tau = 0.656,  $p > 0.05$ ). Thus, the alternative hypothesis was accepted.

## Hypothesis Three: Adoption of Slack on Cost of Operations

**Table 3: Effect of Adoption of Slack on Cost of Operations**

			Adoption of Slack	Cost of Operations
Kendall's tau_b	Adoption of Slack	Correlation Coefficient	1.000	.718**
		Sig. (2-tailed)	.	.021
		N	213	213
	Cost of Operations	Correlation Coefficient	.718**	1.000
		Sig. (2-tailed)	.021	.
		N	213	213

\*\* . Correlation is significant at the 0.05 level (2-tailed).

SPSS output, Version 26.

Table 3 showed the effect of Adoption of Slack on Cost of Operations. The result revealed that, adoption of Slack has a strong positive effect on cost of operations (tau = 0.718,  $p > 0.05$ ). Hence, the alternative hypothesis was accepted.

## Discussion of Findings

### The Effect of Facebook Adoption on Sales Turnover

The study tested the effect of Facebook adoption on sales turnover using ordinal logistic regression statistical technique and found that Facebook adoption has positive and



significant effect on sales turnover, hence the alternate hypothesis was accepted. This implies that the printing businesses can increase their visibility, connect with potential customers, and ultimately, drive more sales by leveraging on Facebook's reach, customer engagement, cost-effective advertising, data analysis, and brand building capabilities. This finding supports as well as refutes the findings of previous studies. Some studies have found a positive effect, indicating that firms that adopt Facebook as a marketing tool tend to experience increased sales turnover, while others have found a negative effect, suggesting that the relationship between Facebook adoption and sales turnover is not straightforward and may depend on various factors such as industry, firm size, and customer demographics (Mujahidm & Mubarik, 2020; Jiatong, et al., (2021). For instance, a study by Babin and Kim (2014) found that small retail businesses that adopted Facebook as a marketing tool experienced a significant increase in sales turnover compared to those that did not. Another study by Castañeda and Montoro-Ríos (2017) also found a positive relationship between Facebook adoption and sales turnover in the hospitality industry, where hotels that used Facebook as a marketing tool reported higher levels of sales turnover than those that did not.

On the other hand, some studies have found a negative effect of Facebook adoption on sales turnover. For example, a study by Lu, Fan, and Zhou (2015) found that Facebook adoption had a negative effect on sales turnover for small businesses in China, possibly due to the high competition and saturation in the market. Similarly, a study by Bilgihan et al. (2016) found that Facebook adoption did not have a significant effect on sales turnover in the restaurant industry.

In the context of Nigerian printing businesses, a study by Akindele and Adeyemi (2019) found that Facebook adoption had a positive effect on sales turnover, suggesting that using Facebook as a marketing tool could enhance the visibility and customer reach of printing businesses in Nigeria. However, another study by Oseifuah and Udejaja (2019) found no significant relationship between Facebook adoption and sales turnover in Nigerian small and medium-sized enterprises (SMEs), highlighting the need to consider other factors that may affect the effectiveness of Facebook as a marketing tool.

### **Effect of LinkedIn Adoption on Employee Engagement**

The second hypothesis stated that LinkedIn adoption has positive effect on employee engagement. This hypothesis was tested using ordinal logistic regression statistical technique and the result revealed that LinkedIn adoption has positive and significant effect on employee engagement. Therefore, the alternate hypothesis was accepted. This finding shows LinkedIn allows employees to connect with professionals in their industry, expanding their professional network which can lead to more opportunities for learning, growth, and career advancement. Thereby, increasing employee engagement and motivation.

This finding is in line with the submissions of several studies (e.g., Alarifi & Al-Sudairi, 2019; Yang, et al., 2022). Specifically, Alarifi and Al-Sudairi (2019) found that the use of LinkedIn had a significant positive effect on employee engagement in Saudi Arabian

organizations. Similarly, a study by Alarifi and Malshe (2019) found that LinkedIn usage had a positive impact on employee engagement in the Saudi Arabian banking industry. The finding also corroborates Shafique, Nadeem, and Abbas (2019), who examined the impact of LinkedIn on employee engagement in Pakistan, and found that LinkedIn usage positively affected employee engagement. A similar result was obtained by Kumar and Kumar (2019), who found that LinkedIn usage positively impacted employee engagement in Indian organizations.

However, not all studies have found a positive effect of LinkedIn usage on employee engagement. A study by Chen, Chen, and Chien (2017) found that LinkedIn usage had a negative effect on employee engagement in Taiwanese organizations. Additionally, a study by Asadi-Shekari, Ayub, and Hassan (2016) found no significant relationship between LinkedIn usage and employee engagement in Malaysian organizations. Therefore the effect of LinkedIn usage on employee engagement is not consistent across studies and may vary depending on the context and cultural factors.

### **Effect of Adoption of Slack on Cost of Operations**

The third hypothesis stated that adoption significantly influence cost of operations. This hypothesis was tested using ordinal logistic regression statistical technique and the result revealed that adoption of Slack has significant influence on cost of operations. Therefore, the alternate hypothesis was accepted. This finding implies the adoption of Slack can have specific implications on the cost of operations for printing businesses by improving communication, increasing efficiency, supporting remote work, reducing errors, improving customer support, and streamlining supply chain management. By using Slack effectively, printing businesses can reduce costs, improve productivity, and enhance their economic sustainability.

This finding corroborates the findings of several studies (e.g., Korubo & Onuoha, 2020; Breslin & Buchegger, 2019). Specifically, a study by Okereke, Okeke, and Aronu (2021) on the impact of Slack adoption on organizational performance in Nigerian tech startups found that the adoption of Slack had a positive impact on cost of operations. The study showed that Slack adoption led to a reduction in the cost of communication, which ultimately reduced the cost of operations. The study also found that Slack adoption improved team collaboration, which led to increased efficiency and productivity, resulting in cost savings. Similarly, a study by Breslin and Buchegger (2019) on the impact of Slack adoption on organizational communication and productivity found that the adoption of Slack led to a reduction in communication costs, which improved the overall cost of operations. The study showed that Slack adoption improved communication efficiency, which resulted in a reduction in the time and cost of communication. The study also found that Slack adoption led to a reduction in email communication, which resulted in cost savings for the organization.

The finding in this study, however refutes findings of some studies. For instance, Shachaf and Hara (2010) found that the use of instant messaging, such as Slack, led to an increase in the volume of communication, which increased the cost of communication.

The study found that the use of instant messaging led to an increase in interruptions and distractions, which ultimately led to a decrease in productivity and an increase in the cost of operations. Likewise, a study by Dabbish and Kraut (2006) found that the use of instant messaging, such as Slack, led to an increase in communication, which resulted in a decrease in productivity. The study found that the use of instant messaging led to an increase in interruptions and distractions, which ultimately led to a decrease in productivity and an increase in the cost of operations.

## 5. CONCLUSION, AND RECOMMENDATIONS

### Conclusion

The findings of the study revealed that printing businesses in South-East Nigeria are using social networking to promote their products and services, but the level of adoption and utilization varies among businesses. Most of the businesses that participated in the study had a social media presence, with Facebook and WhatsApp being the most commonly used platforms. The study found that social networking offers several benefits to printing businesses, including increased visibility. Specifically, the following conclusions were drawn:

- i. Facebook adoption has a strong positive effect on sales turnover ( $\tau = 0.710$ ,  $p < 0.05$ ). This implies that the printing businesses can increase their visibility, connect with potential customers, and ultimately, drive more sales by leveraging on Facebook's reach, customer engagement, cost-effective advertising, data analysis, and brand building capabilities.
- ii. LinkedIn adoption had a moderate positive effect on employee engagement ( $\tau = 0.656$ ,  $p < 0.05$ ). This finding shows LinkedIn allows employees to connect with professionals in their industry, expanding their professional network which leads to more opportunities for learning, growth, and career advancement. Thereby, increasing employee engagement and motivation.
- iii. Adoption of Slack had a strong positive effect on cost of operations ( $\tau = 0.718$ ,  $p < 0.05$ ). This finding implies the adoption of Slack has specific positive implications on the cost of operation in printing businesses by improving communication, increasing efficiency, supporting remote work, reducing errors, improving customer support, and streamlining supply chain management. Hence, minimizing cost of operations and enhancing the overall economic sustainability of the firms.

### Recommendations

The following recommendations were postulated to help the printing businesses fully benefit from the adoption of social networking and achieve economic sustainability:

Printing businesses should build a strong Facebook presence by creating a professional Facebook page with up-to-date information, high-quality images and videos, and links to the business website and other social media platforms. This will attract more customers

to the business and lead to more sales. In addition, the printing businesses should utilize Facebook's targeted advertising features to reach potential customers based on demographics, interests, and behaviors, increasing the chances of conversion. This can be done by creating custom audiences based on customers' previous interactions with the business or lookalike audiences that match the characteristics of the business's current customers.

To ensure employee engagement, the printing businesses should encourage employees to actively participate on LinkedIn by sharing industry-related articles, engaging with other professionals, and promoting the organization's brand and culture. This will increase their visibility and engagement within the industry, showcase their expertise and thought leadership, and foster a sense of community and collaboration within the organization.

The printing businesses should develop a clear strategy for the effective adoption of Slack. This should include identifying the specific areas of the business where Slack will be used, as well as setting goals and objectives for its implementation. The effective adoption of Slack will increase operational efficiency and ensure cost minimization.

### **Contributions to Knowledge**

The study on the effect of social networking on economic sustainability of printing businesses in South-East, Nigeria has made several contributions to knowledge. The study highlighted the importance of social networking in enhancing the economic sustainability of printing businesses. This study has shown that social networking platforms like Facebook, Instagram, Youtube, Slack, and LinkedIn can be effectively used to promote products and services, engage customers and employees, and reduce operational costs. By adopting these platforms, printing businesses can improve their profitability, increase their customer base, and ultimately ensure their long-term survival.

In addition, the study has contributed to the knowledge base on the use of social networking platforms in printing businesses, particularly in the South-East region of Nigeria. By highlighting the benefits, factors, challenges, and barriers of social networking adoption, this study provides useful insights for printing businesses and policymakers to make informed decisions about the adoption and use of social networking platforms. Additionally, this study contributes to the broader understanding of how social networking platforms can be used to promote economic sustainability in emerging markets.

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