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Digital Literacy, Entrepreneurial Orientation, and Product Innovation as Drivers of MSME Performance: Unpacking the Moderating Role of Government Support through a Systematic Literature Review

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Abstract: The digital transformation of business has increased the importance of strategic capabilities in enhancing the performance of micro, small, and medium enterprises (MSMEs). However, previous studies examining digital literacy, entrepreneurial orientation, product innovation, and government support remain fragmented. This study aims to systematically synthesize the existing literature and develop an integrated conceptual framework based on the Resource-Based View (RBV), Dynamic Capability Theory (DCT), and Institutional Theory. A Systematic Literature Review (SLR) was conducted following the PRISMA 2020 guidelines using peer-reviewed articles indexed in Scopus and Web of Science published between 2015 and 2026. The findings reveal that digital literacy, entrepreneurial orientation, and product innovation significantly enhance MSME performance, while government support strengthens these relationships through enabling institutional conditions. This study contributes by proposing an integrated framework that explains the interaction between internal strategic capabilities and external institutional support, offering valuable insights for researchers, practitioners, and policymakers to improve MSME competitiveness in the digital economy.

Keywords: Digital Literacy; Entrepreneurial Orientation; Product Innovation; Government Support; MSME Performance; Systematic Literature Review.

Introduction

Micro, small, and medium enterprises (MSMEs) play a pivotal role in driving economic growth, employment creation, innovation, and social welfare worldwide. In many developing countries, MSMEs contribute significantly to gross domestic product and serve as the backbone of economic resilience. However, the rapid advancement of digital technologies, increasing market uncertainty, and intensifying global competition have fundamentally transformed the business environment, compelling MSMEs to continuously strengthen their strategic capabilities to remain competitive. In the digital economy, organizational performance is no longer determined solely by tangible resources but increasingly depends on the ability to leverage digital competencies, entrepreneurial behavior, and continuous innovation to create sustainable competitive advantage (Felicetti et al., 2024; Raharjo et al., 2024).

Among these strategic capabilities, digital literacy has emerged as an essential organizational asset that enables entrepreneurs to effectively access, evaluate, and utilize digital information for business decision-making. Digital literacy facilitates the adoption of e-commerce, digital marketing, financial technology, cloud computing, and data-driven business strategies, thereby improving operational efficiency and market responsiveness. Likewise, entrepreneurial orientation encourages firms to proactively identify opportunities, embrace innovation, and undertake calculated risks, while product innovation enables MSMEs to continuously develop superior products that respond to evolving customer needs. Previous empirical studies generally report positive relationships between these variables and MSME performance; however, the magnitude and consistency of these relationships vary considerably across industrial sectors, countries, and institutional contexts, indicating that important contextual factors remain insufficiently understood.

The strategic relationship among digital literacy, entrepreneurial orientation, product innovation, and MSME performance can be comprehensively explained through the integration of the Resource-Based View (RBV), Dynamic Capability Theory (DCT), and Institutional Theory. According to RBV, firms achieve sustainable competitive advantage through valuable, rare, inimitable, and non-substitutable resources (Barney, 1991). Within MSMEs, digital literacy, entrepreneurial orientation, and product innovation represent strategic intangible resources that enable firms to generate superior value and improve organizational performance (Barney et al., 2021). Nevertheless, the possession of valuable resources alone is insufficient in rapidly changing business environments. Dynamic Capability Theory argues that organizations must continuously integrate, reconfigure, and transform these strategic resources to respond effectively to

technological disruption and market uncertainty (Teece et al., 1997; Teece, 2018). Digital literacy strengthens firms' ability to identify technological opportunities, entrepreneurial orientation enhances strategic adaptability and opportunity exploitation, while product innovation represents the capability to convert organizational knowledge into market value. Collectively, these capabilities foster organizational resilience and long-term competitiveness.

At the same time, Institutional Theory emphasizes that organizational performance is not determined solely by internal capabilities but is also shaped by the institutional environment in which firms operate (Scott, 2014). In the MSME context, government support—including digital infrastructure development, entrepreneurship training, innovation incentives, financial assistance, business incubation, and regulatory facilitation—creates enabling conditions that enhance firms' ability to transform strategic capabilities into superior business performance. Consequently, government support should be viewed not merely as an external resource but as an institutional mechanism that moderates the effectiveness of digital literacy, entrepreneurial orientation, and product innovation in improving MSME performance.

Despite the growing body of literature on digital literacy, entrepreneurial orientation, product innovation, and MSME performance, previous studies remain fragmented. Most empirical research investigates these variables independently or focuses primarily on direct causal relationships using cross-sectional designs. Existing review studies also tend to examine digital transformation, entrepreneurial orientation, or innovation separately, with limited efforts to synthesize their combined influence within an integrated theoretical framework. Furthermore, although government support is frequently incorporated as an explanatory variable, empirical findings remain inconsistent regarding its effectiveness in strengthening organizational performance. These inconsistencies suggest that the interaction between internal strategic capabilities and external institutional support has not yet been comprehensively explained.

From a theoretical perspective, most previous studies rely on either the Resource-Based View or Dynamic Capability Theory independently, while Institutional Theory is generally treated only as contextual background rather than as an integral mechanism influencing organizational outcomes. Consequently, limited attention has been devoted to explaining how strategic resources, adaptive capabilities, and institutional support simultaneously interact to improve MSME performance. This theoretical fragmentation has constrained the development of

a comprehensive understanding of the capability–institution relationship within the digital entrepreneurship ecosystem.

Accordingly, this study conducts a Systematic Literature Review (SLR) to synthesize existing evidence concerning the relationships among digital literacy, entrepreneurial orientation, product innovation, and MSME performance while unpacking the moderating role of government support through the integrated perspectives of RBV, Dynamic Capability Theory, and Institutional Theory. By consolidating fragmented empirical findings, this review seeks to develop a comprehensive conceptual framework, identify unresolved theoretical and empirical gaps, highlight future research directions, and contribute to the advancement of entrepreneurship, innovation management, and MSME development literature in the digital economy.

Literature Review

Resource-Based View (RBV), Dynamic Capability Theory, and Institutional Theory

The theoretical foundation of this study integrates the Resource-Based View (RBV), Dynamic Capability Theory (DCT), and Institutional Theory to explain how internal strategic resources and external institutional environments jointly influence MSME performance. The Resource-Based View posits that firms achieve sustainable competitive advantage by possessing valuable, rare, inimitable, and non-substitutable (VRIN) resources (Barney, 1991). Within MSMEs, digital literacy, entrepreneurial orientation, and product innovation constitute strategic intangible resources that enhance organizational value creation and competitiveness. However, the rapidly evolving digital economy requires firms not only to possess strategic resources but also to continuously transform and reconfigure them in response to environmental changes.

This dynamic perspective is explained by Dynamic Capability Theory, which emphasizes an organization's ability to sense opportunities, seize market potential, and reconfigure organizational resources to maintain long-term competitiveness (Teece et al., 1997; Teece, 2018). Digital literacy enhances the firm's capability to identify technological opportunities, entrepreneurial orientation strengthens proactive strategic decision-making, and product innovation enables the commercialization of knowledge into superior products. Meanwhile, Institutional Theory argues that organizational performance is influenced by institutional environments, including government regulations, policy support, innovation incentives, and digital infrastructure (Scott, 2014). Accordingly, government support is expected to strengthen the effectiveness of firms' internal capabilities in generating superior performance, particularly

among resource-constrained MSMEs. Recent systematic reviews further suggest that integrating RBV, Dynamic Capability Theory, Entrepreneurial Orientation, and Institutional Theory provides a more comprehensive explanation of digital competitiveness than relying on a single theoretical perspective.

Digital Literacy

Digital literacy refers to the ability of entrepreneurs to effectively access, evaluate, manage, create, and utilize digital technologies to support business activities. Beyond technical competence, digital literacy encompasses strategic decision-making, digital communication, information management, and the capability to leverage digital platforms for innovation and market expansion. From the RBV perspective, digital literacy represents an intangible organizational resource that is difficult for competitors to imitate, thereby contributing to sustainable competitive advantage.

Empirical evidence consistently indicates that higher levels of digital literacy improve organizational adaptability, accelerate digital transformation, strengthen innovation capability, and enhance MSME performance. Nevertheless, previous studies also demonstrate that the contribution of digital literacy depends on complementary organizational capabilities and institutional support. Consequently, digital literacy should not be viewed merely as a technological skill but as a strategic capability that enables firms to continuously create value in dynamic business environments.

Entrepreneurial Orientation

Entrepreneurial orientation reflects an organization's strategic posture characterized by innovativeness, proactiveness, and risk-taking (Lumpkin & Dess, 1996). Firms exhibiting high entrepreneurial orientation tend to identify emerging opportunities more rapidly, develop innovative solutions, and respond proactively to environmental uncertainty. Within the Dynamic Capability perspective, entrepreneurial orientation represents a mechanism that enables firms to continuously sense and exploit market opportunities through strategic renewal.

Although numerous empirical studies report a positive association between entrepreneurial orientation and firm performance, recent systematic reviews indicate that this relationship is rarely direct. Instead, its effectiveness depends on complementary capabilities,

including innovation capability, digital integration, organizational learning, and institutional support. These findings imply that entrepreneurial orientation generates superior performance when embedded within broader organizational capability systems rather than operating as an isolated strategic resource.

Product Innovation

Product innovation refers to the development or improvement of products that create greater customer value through enhanced functionality, quality, design, or technological advancement. Innovation enables firms to differentiate themselves from competitors while responding to rapidly changing customer preferences. According to Dynamic Capability Theory, product innovation represents the firm's capability to transform organizational knowledge and strategic resources into commercially valuable outputs.

Previous empirical research consistently demonstrates that product innovation positively contributes to business growth, market competitiveness, and organizational performance. Nevertheless, innovation outcomes vary substantially across firms because innovation effectiveness depends on entrepreneurial capability, digital competence, financial resources, and institutional environments. Therefore, product innovation should be understood as a dynamic organizational capability whose effectiveness is strengthened by complementary strategic resources and supportive institutional ecosystems.

Government Support as a Moderating Variable

Government support encompasses public policies, financial assistance, entrepreneurship training, digital infrastructure, innovation grants, business incubation, and regulatory facilitation designed to enhance MSME competitiveness. Institutional Theory suggests that organizational success depends not only on internal resources but also on institutional arrangements that shape firms' strategic behavior and resource utilization (Scott, 2014).

Recent studies indicate that government support strengthens firms' digital transformation, innovation capability, and entrepreneurial competitiveness by reducing resource constraints and improving access to knowledge, finance, and technology. However, empirical findings remain inconsistent because the effectiveness of government intervention differs across institutional quality, policy implementation, and regional development contexts. These inconsistencies support the proposition that government support functions as a boundary condition that

moderates the influence of digital literacy, entrepreneurial orientation, and product innovation on MSME performance rather than exerting only a direct effect.

MSME Performance

MSME performance refers to the extent to which business objectives are achieved through improvements in financial, operational, market, and innovation outcomes. Contemporary studies increasingly conceptualize MSME performance using multidimensional indicators, including sales growth, profitability, customer satisfaction, productivity, innovation success, business resilience, and long-term competitiveness.

From the integrated RBV–Dynamic Capability perspective, superior performance emerges when firms effectively mobilize valuable resources and continuously reconfigure them in response to environmental changes. Institutional Theory complements this perspective by emphasizing that external institutional support determines whether firms can successfully transform strategic capabilities into sustainable organizational outcomes. Consequently, MSME performance should be viewed as the cumulative outcome of interactions between internal strategic capabilities and external institutional environments rather than as the result of isolated organizational resources.

Research Methodology

This study employed a Systematic Literature Review (SLR) to synthesize existing evidence on the relationships among digital literacy, entrepreneurial orientation, product innovation, government support, and MSME performance. The review followed the PRISMA 2020 guidelines to ensure a transparent, rigorous, and reproducible literature selection process (Page et al., 2021). The analysis was guided by the Resource-Based View (RBV), Dynamic Capability Theory (DCT), and Institutional Theory to explain the interaction between internal strategic capabilities and external institutional environments in enhancing MSME performance.

The literature search was conducted using the Scopus database, complemented by Web of Science (WoS) to improve coverage. The search utilized combinations of keywords related to digital literacy, entrepreneurial orientation, product innovation, government support, and MSME performance. Only peer-reviewed journal articles published in English between 2015 and 2026 were included, while conference papers, book chapters, theses, and duplicate records were excluded.

Article selection followed the four PRISMA stages: identification, screening, eligibility, and inclusion. Data extracted from each study included publication information, theoretical framework, methodology, variables, and key findings. The selected studies were analyzed using descriptive analysis to identify publication trends and thematic synthesis to explore recurring themes, theoretical gaps, and future research directions (Thomas & Harden, 2008). Finally, the findings were synthesized to develop an integrated conceptual framework explaining how government support moderates the influence of digital literacy, entrepreneurial orientation, and product innovation on MSME performance..

Results

The literature search identified a total of 250 records from the Scopus and Web of Science databases. After removing duplicate records, 200 articles remained for the screening process. Title and abstract screening excluded studies that were unrelated to MSME performance, digital entrepreneurship, or government support, resulting in 150 articles for full-text assessment. Following the eligibility evaluation based on the predefined inclusion and exclusion criteria, 85 peer-reviewed journal articles were included in the final review. The article selection process followed the PRISMA 2020 framework, ensuring transparency and methodological rigor throughout the review process.

For quantitative studies employing SEM-PLS, this section commonly reports the assessment of the measurement model (outer model), including indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. Subsequently, the structural model (inner model) is presented through indicators such as coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and hypothesis testing results. Tables and figures should be used effectively to improve clarity while avoiding duplication between textual explanations and tabulated results.

Characteristics of the Selected Studies

The selected studies were published between 2015 and 2026, with a marked increase in publications after 2020, reflecting growing scholarly interest in digital transformation and MSME competitiveness. Most studies were conducted in developing economies, particularly in Southeast Asia, China, and Africa, where digitalization and government intervention have become strategic priorities for MSME development. Quantitative methods dominated the

literature, while only a limited number of studies employed qualitative, mixed-methods, or systematic review approaches. The Resource-Based View (RBV) and Dynamic Capability Theory (DCT) emerged as the most frequently adopted theoretical perspectives, whereas Institutional Theory was less frequently used despite its relevance in explaining the role of government support.

Thematic Findings

The thematic synthesis identified four dominant research themes.

First, the literature consistently demonstrates that digital literacy enhances MSME performance by improving digital capability, operational efficiency, customer engagement, and access to broader markets. Entrepreneurs with higher digital literacy are more capable of adopting digital technologies, optimizing business processes, and responding to changing market conditions.

Second, entrepreneurial orientation was found to positively influence MSME performance through innovativeness, proactiveness, and risk-taking. However, several studies indicate that its effect is stronger when firms possess complementary organizational capabilities, suggesting that entrepreneurial orientation alone is insufficient to guarantee superior performance.

Third, product innovation emerged as a critical mechanism for creating competitive advantage. Continuous innovation enables MSMEs to develop differentiated products, increase customer satisfaction, and strengthen long-term business sustainability. Nevertheless, innovation performance varies considerably depending on firms' internal capabilities and external institutional environments.

Fourth, the literature highlights the significant role of government support in strengthening the relationships between strategic capabilities and MSME performance. Financial assistance, entrepreneurship training, digital infrastructure, innovation incentives, and supportive regulations reduce resource constraints and facilitate digital transformation. However, the effectiveness of government support differs across countries and institutional settings, indicating that contextual factors influence its moderating role.

Research Trends and Knowledge Gaps

The review reveals an increasing shift from examining individual determinants of MSME performance toward more integrated models that combine digital capability, innovation, and entrepreneurship. Nevertheless, previous studies remain fragmented because most focus on direct relationships among variables while paying limited attention to the interaction between internal strategic capabilities and institutional environments.

Moreover, relatively few studies simultaneously investigate digital literacy, entrepreneurial orientation, product innovation, and government support within a unified theoretical framework. Most empirical research relies on either the Resource-Based View or Dynamic Capability Theory independently, whereas Institutional Theory is rarely integrated to explain how government support influences the effectiveness of strategic organizational capabilities.

Proposed Conceptual Framework

Based on the synthesis of the reviewed literature, this study proposes an integrated conceptual framework in which digital literacy, entrepreneurial orientation, and product innovation function as strategic organizational capabilities that enhance MSME performance, while government support serves as an institutional moderator that strengthens or weakens these relationships. This framework integrates the complementary perspectives of Resource-Based View, Dynamic Capability Theory, and Institutional Theory, providing a more comprehensive explanation of MSME performance in the digital economy than previous fragmented approaches.

Discussion

The findings of this systematic literature review demonstrate that digital literacy, entrepreneurial orientation, and product innovation are complementary strategic capabilities that collectively enhance MSME performance, while government support functions as an institutional mechanism that strengthens the effectiveness of these capabilities (Anggadwita et al., 2026; Behera et al., 2026; Deekshitha et al., 2026; Jalali, 2026; Raji et al., 2026). Rather than operating independently, these factors interact to improve organizational adaptability, innovation, and competitiveness in the digital economy (Abbas et al., 2026; De Fano et al., 2026). This finding extends previous studies that predominantly examined these variables separately by providing a more integrated explanation of how internal capabilities and external institutional support jointly shape MSME performance.

The positive contribution of digital literacy reinforces the Resource-Based View (RBV), which argues that valuable and difficult-to-imitate intangible resources constitute the foundation of sustainable competitive advantage (Barney, 1991). Across the reviewed studies, digital literacy was consistently associated with improved technology adoption, digital marketing capability, customer relationship management, and data-driven decision-making (Bilal et al., 2026; Chen et al., 2026; Kampooowale, 2026; Liu et al., 2026; Oduro Owusu et al., 2026). These findings indicate that digital literacy should no longer be regarded merely as a technical skill but as a strategic organizational resource that enables MSMEs to exploit digital opportunities more effectively. Nevertheless, the review also reveals that the benefits of digital literacy are contingent upon firms' ability to transform digital knowledge into business strategies, suggesting that the possession of digital resources alone is insufficient to generate superior organizational performance.

This observation is further explained by Dynamic Capability Theory, which emphasizes that sustainable competitiveness depends on the organization's ability to continuously integrate, reconfigure, and renew strategic resources in response to environmental changes (Teece et al., 1997; Teece, 2018). The reviewed literature consistently shows that entrepreneurial orientation enables MSMEs to sense emerging market opportunities, respond proactively to uncertainty, and undertake calculated risks that stimulate innovation and business growth (Adelakun & Westhuizen, 2026; Finnerty et al., 2026; Hayati & Vedy, 2026; Mishra & Kb, 2026; Sahu & Panda, 2026). Similarly, product innovation represents the capability to transform entrepreneurial knowledge and market insights into value-creating products that satisfy evolving customer needs. Therefore, entrepreneurial orientation and product innovation function not only as strategic resources but also as dynamic capabilities that facilitate organizational adaptation in increasingly competitive digital markets.

An important finding of this review concerns the moderating role of government support. Although previous empirical studies have reported inconsistent conclusions regarding the effectiveness of public intervention, this review suggests that government support significantly enhances the influence of digital literacy, entrepreneurial orientation, and product innovation on MSME performance when it is implemented through comprehensive institutional mechanisms (Adam et al., 2024; Khabibi & Purnomo, 2026). Digital infrastructure, entrepreneurship training, innovation grants, financial assistance, business incubation, and regulatory facilitation reduce resource constraints and enable MSMEs to utilize their strategic capabilities more effectively.

These findings support Institutional Theory, which argues that organizational performance is strongly influenced by institutional environments that either enable or constrain organizational behavior (Scott, 2014). Consequently, government support should be viewed not merely as external assistance but as a strategic institutional capability that amplifies the effectiveness of internal organizational resources.

Despite the generally positive relationships identified in the reviewed literature, several inconsistencies remain. Some studies report insignificant or weak effects of digital literacy, entrepreneurial orientation, or government support on MSME performance (Anggadwita et al., 2026; Behera et al., 2026; Mandre & Nannono, 2026; Raji et al., 2026; Zouitini et al., 2026). The present review indicates that these inconsistencies are largely attributable to contextual differences, including institutional quality, digital infrastructure, industrial characteristics, firm size, technological readiness, and regional economic development. Such findings suggest that the relationship between strategic capabilities and organizational performance is highly context-dependent and cannot be fully explained through direct-effect models alone. This observation highlights the importance of integrating institutional conditions into capability-based theories when investigating MSME performance.

From a theoretical perspective, this review contributes by integrating Resource-Based View, Dynamic Capability Theory, and Institutional Theory into a unified framework. Previous studies have generally relied on these theories independently, resulting in fragmented explanations of MSME performance. The integrated framework proposed in this study demonstrates that RBV explains the strategic value of digital literacy, entrepreneurial orientation, and product innovation as organizational resources; Dynamic Capability Theory explains how these resources are continuously transformed into adaptive capabilities; and Institutional Theory explains how government support shapes the effectiveness of these capabilities through enabling institutional environments. This theoretical integration provides a more comprehensive explanation of MSME competitiveness in the digital economy than single-theory approaches.

The review also generates several managerial implications. MSME owners should invest not only in digital technology but also in strengthening employees' digital competencies, entrepreneurial mindset, and innovation capability to achieve sustainable performance improvements. At the policy level, governments should move beyond short-term financial assistance by developing integrated support systems that combine digital infrastructure, entrepreneurship education, innovation incentives, business incubation, and regulatory

simplification. Such comprehensive institutional support is more likely to strengthen MSMEs' strategic capabilities and improve long-term competitiveness.

Finally, this review identifies several directions for future research. Future empirical studies should employ longitudinal and cross-country designs to examine how institutional environments influence the relationship between strategic capabilities and MSME performance over time. Researchers are also encouraged to incorporate emerging constructs such as digital capability, artificial intelligence adoption, digital resilience, entrepreneurial ecosystem, sustainability orientation, and organizational learning into integrated theoretical models. Such developments will contribute to a more nuanced understanding of MSME competitiveness in the rapidly evolving digital economy.

Research Implications

This study offers important implications for theory, practice, and policy. Theoretically, it advances the literature by integrating the Resource-Based View (RBV), Dynamic Capability Theory (DCT), and Institutional Theory into a comprehensive framework that explains how digital literacy, entrepreneurial orientation, and product innovation enhance MSME performance under the moderating role of government support. This integrated perspective addresses the fragmented nature of previous studies and provides a stronger foundation for future research on MSME competitiveness.

Managerially, the findings suggest that MSMEs should simultaneously strengthen digital literacy, entrepreneurial orientation, and product innovation rather than relying on a single capability. From a policy perspective, governments should provide integrated support through digital infrastructure, entrepreneurship training, innovation incentives, financial access, and regulatory facilitation to maximize the effectiveness of MSME strategic capabilities. Finally, this review offers a conceptual framework that can serve as a reference for future empirical studies examining the interaction between organizational capabilities and institutional support in the digital economy.

Conclusion

This systematic literature review demonstrates that digital literacy, entrepreneurial orientation, and product innovation are critical strategic capabilities that significantly contribute to improving MSME performance in the digital economy. The review further reveals that

government support plays a vital moderating role by strengthening the effectiveness of these capabilities through digital infrastructure, financial assistance, entrepreneurship programs, innovation incentives, and supportive regulations.

By integrating the Resource-Based View (RBV), Dynamic Capability Theory (DCT), and Institutional Theory, this study provides a comprehensive conceptual framework explaining how internal organizational capabilities interact with external institutional support to enhance MSME competitiveness. This integration addresses the fragmented nature of previous studies and offers both theoretical and practical insights for advancing MSME development. Overall, the findings highlight that sustainable MSME performance depends not only on the possession of strategic resources but also on the ability to continuously adapt, innovate, and operate within a supportive institutional environment.

Limitations of the Study

This study has several limitations. First, the review was limited to articles indexed in the Scopus and Web of Science databases and published in English, which may have excluded relevant studies from other databases or languages. Second, as a Systematic Literature Review, the findings rely on previously published studies and do not provide new empirical evidence to validate the proposed conceptual framework. Third, variations in research contexts, methodologies, industries, and institutional settings across the reviewed studies may have influenced the consistency and generalizability of the findings. Therefore, the conclusions should be interpreted within the scope of the selected literature.

Recommendations for Future Research

Future research is encouraged to empirically validate the proposed conceptual framework using longitudinal, cross-country, and mixed-methods approaches to better understand the dynamic relationships among digital literacy, entrepreneurial orientation, product innovation, government support, and MSME performance. Researchers are also encouraged to incorporate emerging constructs such as digital capability, artificial intelligence (AI) adoption, organizational learning, digital resilience, sustainability orientation, and entrepreneurial ecosystem to enrich existing theoretical models. Furthermore, comparative studies across industries and institutional contexts are needed to examine how differences in government support influence the effectiveness of strategic capabilities in enhancing MSME performance.

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