

[Review Form 2](#)

Book Name:	Business, Management and Economics: Research Progress
Manuscript Number:	Ms_BPR_3839
Title of the Manuscript:	IMPACT OF ONLINE MARKETING ON THE PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISES IN ANAMBRA STATE
Type of the Article	Book chapter

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	You cannot deny that the importance of internet marketing is zero. Because internet marketing has become a part of many people's lives and many of them have faded other traditional media and only use the platform and content of the brand and the internet. Every day more and more people receive their information and other needs online and on the internet; therefore, using the internet as a marketing tool for businesses is quite logical. On the other hand, social media is an inseparable part of digital marketing. Through these media, it is possible to quickly reach customers and a large volume of potential customers. Therefore, choosing this topic is one of the current considerations.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, it is suitable.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	This abstract is acceptable.	
Are subsections and structure of the manuscript appropriate?	It is acceptable considering the size of the article.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	Ignoring the year of references, the structure of the article is appropriate based on the subject under study. Also, extracting a broad summary from an article seems acceptable. I think that if the author is allowed to cite sources outside the article, he can also use the new sources from 2023 and 2024 to show the work fruitfully.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -	The references are based on a printed article. It is not known exactly when it was published. However, the references are several years behind the current time. If the author is allowed to cite references outside the article, he can also use the new references from 2023 and 2024 to show the work in full.	
Minor REVISION comments	A minor review of sentence timing is needed.	
Is the language/English quality of the article suitable for scholarly communications?		
Optional/General comments	It is a good compilation, but it is better to pay attention to the following: 1. Since it will be published in a book, it would be better if the results were compiled in a book-like format. Try to form the sentences as if you were writing a book. 2. Make the end references form consistent. 3. In general, it can be a good summary of an article.	

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PART 2:

	<u>Reviewer's comment</u>	<u>Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</u>
<u>Are there ethical issues in this manuscript?</u>	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

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