

[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.	This is an excellent topic choice. However, the literature on the claimed field is voluminous, and it is difficult to identify a gap in this literature and make a contribution to it.	
Is the title of the article suitable? (If not please suggest an alternative title)	No (IMPACT OF SOCIAL MEDIA MARKETING ON THE PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISES IN ANAMBRA STATE)	
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.	Yes In this study, we examined the impact of <u>social media marketing</u> on the <u>firm/business performance</u> of small and medium-scale enterprises in Anambra state, with a specific focus on the influence of social media marketing on customer satisfaction, <u>customer loyalty</u> and market share.	
Are subsections and structure of the manuscript appropriate?	Yes	
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.	The author accurately capture current research trends in SME business performance. Although the literature review was inadequate, this paper's research framework was clear and logical, and sufficient sample was gathered in the quantitative analysis to support the findings.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :	No Al-Gasawneh, J., Alsoud, M., Alhawamdeh, Z. M., Bani-Ata, T. J., Alghizzawi, M., & Daoud, M. K. (2024, February). Exploring the Influence of Digital Marketing Strategies on Enhancing Customer Satisfaction in Contemporary Business Environments. In 2024 2nd International Conference on Cyber Resilience (ICCR) (pp. 1-7). IEEE. Manisa, R., & Sari, S. (2023). The role of perceived quality, customer satisfaction and brand parity in developing brand loyalty in global e-commerce sites. Journal of Management and Economics Research, 21(3), 238-252. Rizky, M. E., & Hariasih, M. H. (2024). Consumer Loyalty: Brand Perception, Trust, Product Quality, and the Mediating Role of Customer Satisfaction. Academia Open, 9(2), 10-21070.	

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Minor REVISION comments	Yes	
Is the language/English quality of the article suitable for scholarly communications?		
<u>Optional/General</u> comments	Please provide additional literature on the relationship between customer satisfaction/loyalty and business performance.	

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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