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| Book Name: | **Information Management and Technology** |
| Manuscript Number: | **Ms\_BPR\_3347.5** |
| Title of the Manuscript:  | **EXPLORING THE USE OF SOCIAL MEDIA MARKETING BY HEALTHCARE-BASED NON-PROFIT ORGANISATIONS: A TAM PERSPECTIVE** |
| Type of the Article | **Book chapter** |

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| PART 1: Review Comments |
| Compulsory REVISION comments | Reviewer’s comment | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **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 manuscript sheds light on South African HB NPOs SMM, an area with little study but rising scholary interest. The study uses the TAM to improve understanding of digital engagement techniques, which are increasingly important for HB NPO sustainability, especially in resource limited situations. I like the manuscripts balanced assessment on social media pros and cons, which can benefit non-profit digital marketing practitioners and research. Qualitative research gives non-profits a deeper understanding of SMM obstacles and promise. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | The title, “Exploring the Use of Social Media Marketing by Healthcare-Based Non-Profit Organisations: A TAM perspective,” fits the study’s focus on HB NPOs and its theoretical framework using the TAM |  |
| 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 the abstract of the manuscript os comprehensive. **But still to enhance the clarity and impact of the study I recommend some minor corrections.**1. I suggest adding a small detail to the abstract about how the researchers selected their participants and how many people they interviewed. This would give readers a quick understanding of the study’s depth.
2. Instead of just saying “positive and negative influences were found,” the abstract could justify that stating with some examples like “positive factors included social media’s broad reach and low cost, while challenges included lack of government support and frequent platform changes”
3. The abstract could include a sentence about how the study’s findings could be useful in real-life practice for healthcare non-profit.
4. The abstract could briefly mention how this study adds something new to the existing TAM theory, specifically for healthcare – based non profits.
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| **Are subsections and structure of the manuscript appropriate?** | Yes, the manuscript’s subsections and structure are appropriate and logical for a study of this nature. It follows a clear and systematic organization that includes standard sections such as Introduction, review of literature, Methodology, result and discussions, conclusion and recommendations. |  |
| **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.** | This manuscript systematically applies the TAM to study SMM use among South African HB NPOs. A qualitative technique base on semi-structured interviews prvides in-depth, context specific insights on TAM characteristics like perceived utility and PEU and SMM uptake. Systematic data analysis using ATLAS.ti for theme organisation improves dependability. An detailed literature assessment supports the study’s theoretical underpinning and confirms the incorporation of external variable impacting SMM, ensuring its scientific and technological robustness. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | The manuscript provides a well -rounded selection of refernces, covering foundational and contemporary studies on social media marketing, the TAM, and non-profit organizational behavior. Many references are recent, with multiple sources from 2020 to 2024, ensuring the research is aligned with current trends and developments in the field. |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | Yes, the language quality of the article is suitable for scholarly communication. The manuscript is clear, well-structured, and adheres to formal academic standards, with appropriate terminology used throughout. |  |
| Optional/General comments | The paper significantly contributes by examining a relatively unexplored domain: the use of social media marketing by HB NPOs in South African setting. The incorporation of TAM establishes a robust framework for examinging SMM adoption, giving a detailed perspective on both motivating elements and obstacles. Further, stydy may include comparision studies with HB NPOs in other developing nations to enhance generalisability.  |  |

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| **PART 2:**  |
|  | **Reviewer’s comment** | **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)* |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

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| **Reviewer Details:** |
| Name: | **Manju Priya.R** |
| Department, University & Country | **Deemed-to-be University, India** |