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| Book Name: | **Information Management and Technology** |
| Manuscript Number: | **Ms\_BPR\_3347.7** |
| Title of the Manuscript: | **SOCIAL MEDIA MARKETING USAGE BY RUGBY CLUBS: A QUALITATIVE TECHNOLOGY ACCEPTANCE MODEL VIEWPOINT** |
| 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.** | The provided article aims to investigate the effect of social media marketing usage by Rugby clubs using the theoretical framework of TAM. This research used a qualitative study with robust results and important insights. The authors should develop the methodology of qualitative study indicating the sample profile. Where is the table of sample profile of qualitative study? |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Yes, the title of this manuscript is appropriate and 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. | Yes, the abstract of this article is comprenhensive. |  |
| **Are subsections and structure of the manuscript appropriate?** | Yes, the subsections and the structure of the manuscript is appropriate. But, the authours should develop the results of qualitative study indicating the themes identified and their respective verbatim especially: brand awreness, information sharing, sponsor attraction, relationship building and engagement. |  |
| **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.** | In general, this current research is well done and I think that the topic has potential and a revised version of the manuscript could be a good fit for book “Information Management and Technology” and suitable for consideration and publication. However, the authors can develop theoretical and managerial contributions and can highlight the importance of qualitative study in the introduction section. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes, the references are complete, sufficient and recent. |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | Yes, the English quality of this article is suitable. |  |
| Optional/General comments | The authors should add the classification of codes and detailed results of qualitative study in annexure. |  |

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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: | **Bouallegue Sabrine** |
| Department, University & Country | **Higher Institute of Management of Tunis, University of Tunis, Tunisia** |