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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.** | **This manuscript offers substantial insights into the implementation and effects of social media marketing (SMM) in non-professional rugby clubs, specifically examining the Western Province Super League (WPSL) clubs. The application of the Technology Acceptance Model (TAM) framework enhances comprehension of social media marketing's impact on community involvement, brand development, and relationship cultivation within the sports industry. This work effectively fills a gap in qualitative research on social media marketing for amateur sports groups, offering both theoretical and practical contributions that are beneficial to the academic community. The findings may stimulate subsequent research in various sports and regions, thereby broadening the discussion on SMM's significance in sports marketing.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **The title, "Social Media Marketing Usage by Rugby Clubs: A Qualitative Technology Acceptance Model Viewpoint," is explicit and denotes the study's emphasis on social media marketing and the application of the Technology Acceptance Model (TAM). Nonetheless, it may benefit from specificity by referencing the amateur rugby setting or the Western Province Super League (WPSL), so accentuating the study’s distinctive emphasis.  A polished title may be: "Investigating Social Media Marketing Adoption in Amateur Rugby: A Technology Acceptance Model Analysis of Western Province Super League Clubs."** |  |
| 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. | **The abstract offers a comprehensive summary of the study's aims, methods, and principal findings about social media marketing (SMM) in rugby clubs via the lens of the Technology Acceptance Model (TAM). Nonetheless, it may be enhanced for thoroughness by succinctly discussing the research gap, the study's significance, and particular outcomes. Here are proposed enhancements and modifications for a more comprehensive abstract:  Research Gap: Concisely identify the deficiency in research about social media marketing (SMM) in non-professional sports, specifically within amateur rugby clubs. This will elucidate the study's significance and contribution.  Objectives and Scope: Explicitly delineate the primary research objectives, such as analyzing social media marketing channels, determinants, and behavioral intentions among rugby clubs.  Methodology: Provide a concise overview of the qualitative technique, specifying the participant count and the data gathering method (semi-structured interviews) to contextualize data robustness.  Key Findings: Summarize the principal drivers and advantages of social media marketing (SMM), including brand exposure, community participation, and sponsorship attractiveness, since these represent essential outcomes.  Implications: Conclude with a succinct comment regarding the practical ramifications for rugby clubs and the prospective uses of the findings in analogous contexts.  These enhancements would render the abstract more informative and more effectively underscore the study's significance to both scholarly literature and practical applications in sports marketing.** |  |
| **Are subsections and structure of the manuscript appropriate?** | **The work is well-structured and adheres to a logical sequence, commencing with an introduction, followed by a literature review, methods, results, and discussion. Nevertheless, certain modifications could improve clarity and readability:  Introduction: Clearly articulate the research need and objectives from the outset to establish a robust foundation for the study's significance and emphasis.  The literature analysis is thorough; nevertheless, it might improve with the inclusion of subsection headings (e.g., Social Media in Sports Marketing, Technology Acceptance Model in Sports) to facilitate navigation through specific talks. This would elucidate the relationships between SMM, TAM, and the sports setting more distinctly.  The methods section is comprehensive; nevertheless, delineating Data Collection, Sampling, and Analysis into separate subsections could enhance clarity. Incorporating any limits in this section or succinctly in the conclusion could enhance transparency.  Results and Discussion: Incorporating subsections for the principal findings (e.g., SMM Channels Utilized, Primary Motivators, Behavioral Intentions) would enable readers to comprehend each theme distinctly. This may enhance understanding of the study's primary contributions.  Conclusion and Recommendations: Establish a clear conclusion section that encapsulates the study's contributions and practical implications. Designating Limitations and Future Research Directions as an independent paragraph could elucidate areas for additional inquiry.  These modifications would improve the manuscript's navigability and better its conformity to standard academic frameworks in qualitative research.** |  |
| **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 publication exhibits scientific rigor via its explicit research methodology and the application of the Technology Acceptance Model (TAM) as a theoretical basis, suitable for examining social media adoption habits. The study is methodologically robust, utilizing a cross-sectional, multiple-case study design with semi-structured interviews to obtain comprehensive, context-specific insights from participants in the Western Province Super League (WPSL). The data analysis is augmented by qualitative software (ATLAS.ti), improving the dependability of theme identification and coding procedures. Moreover, the study's emphasis on qualitative Technology Acceptance Model research in an amateur sports context addresses a significant gap in the current literature, offering a distinctive and valuable contribution to the discipline.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **The references in this work are predominantly adequate, encompassing essential subjects such as social media marketing (SMM) in sports, the Technology Acceptance Model (TAM), and the dynamics of amateur sports organizations. A significant number of the materials are contemporary (from the past five years), enhancing the study's pertinence.  To enhance the study's foundation in contemporary research, consider incorporating references that especially address current improvements in TAM within non-professional sports or SMM in sports organizations in developing nations. Below are few recommendations:  Recent studies on the influence of emerging social media trends on engagement and branding techniques in sports should improve the text. Fenton et al. (2023) examine the role of social media in cultivating community within sports, whereas Romero-Jara et al. (2024) investigate the impact of social media marketing across several sports leagues.  Technology Acceptance Model (TAM) and its Application in Sports: Research investigating the utilization of TAM in sports, particularly concerning digital and mobile interaction platforms, could enhance understanding. Hahm & Yamashita (2024) investigate fan involvement via social media within the TAM framework, while Uhrich (2021) applies TAM to analyze technology utilization in sports.  Social Media Marketing in emerging Contexts: Incorporating research that examines the effects of social media marketing in emerging economies or community-oriented sports groups could yield valuable comparative insights.  Incorporating these sources would enhance the manuscript's foundation and demonstrate contemporary advancements in the subject, especially in sports marketing and technology adoption frameworks.** |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The paper has a professional tone and using academic jargon consistent with research norms. The document is well-structured, featuring logical sections and a clear explanation of research aims, methodology, findings, and conclusions. Nevertheless, certain places could benefit from minor modifications to enhance clarity and coherence. For instance, specific sentences may require rephrasing to minimize repetition or enhance clarity. Moreover, uniform terminology could improve accuracy, particularly in the discourse on methodology and theoretical frameworks. |  |
| Optional/General comments | **The study is systematically structured and significantly contributes to the research on the Technology Acceptance Model (TAM) in the realm of sports and social media marketing (SMM) by rugby clubs. Qualitative approaches are suitable, and the results correspond effectively with the study topics. Nonetheless, small enhancements could be implemented regarding the elaboration of constraints and the further refinement of the theoretical framework application.** |  |

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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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