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| Book Name: | [New Advances in Business, Management and Economics](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4391** |
| Title of the Manuscript: | **The Use of Social Media in Public Relations at Non-Governmental Organisations in South Africa** |
| Type of the Article | **BOOK CHAPTER** |

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| PART 1: 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. A minimum of 3-4 sentences may be required for this part.** | **The article is appropriate and usniwue in its sense, as social media in itself is rising in these third world countries, their importance and utility cannot be neglected. The article gave some general themes that are useful but more perspectives would be better.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **The title should mention the type of study,eg Digital Approaches to Public Relations by NGOS OF SA- A qualitative examination** |  |
| 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 is little unstructed, better to follow abstacrt pattern from any Emerald Journal** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **Yes, its correct** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **Yes it is suffiecient** |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes it is |  |
| Optional/General comments | Sentimental analysis can be checked, more over the peoples perception can be a better option to add on |  |

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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: | **Abhirup Bhadra** |
| Department, University & Country | **ARKA Jain University, India** |