

**Review Form 3**

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_120946</b>
Title of the Manuscript:	<b>Exploring the Influence of Social Media on SME Performance: Insights from Structural Equation Modeling</b>
Type of the Article	<b>Original Research Article</b>

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**PART 1: Review Comments**

<b>Compulsory</b> 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>
<p><b>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.</b></p>	<p>This manuscript is a valuable addition to the scientific community as it sheds light on the adoption and impact of social media on Small and Medium Enterprises (SMEs) in Jharkhand, India. The study's focus on a developing region like Jharkhand is particularly noteworthy, as it addresses a gap in the existing literature, which predominantly focuses on developed countries. The research employs a robust methodology, utilizing structural equation modeling and a comprehensive theoretical framework, to examine the factors influencing social media adoption and its subsequent effects on business performance. The findings offer practical insights for SMEs in Jharkhand and other developing regions, guiding them in leveraging social media for enhanced business outcomes.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The title, "Exploring the Influence of Social Media on SME Performance: Insights from Structural Equation Modeling," is suitable as it accurately reflects the content of the article. It highlights the focus on social media's impact on small and medium-sized enterprises (SMEs) and the use of structural equation modeling as the research method. The title is clear, concise, and informative, effectively conveying the essence of the study.</p>	
<p><b>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.</b></p>	<p>The abstract effectively summarizes the key elements of the research paper. It outlines the research objectives, methodology, and significant findings. However, to enhance its comprehensiveness, I suggest incorporating the following minor adjustments:</p> <ul style="list-style-type: none"> <li>• Incorporate specific details regarding the size and industry distribution of the SMEs involved in the study.</li> <li>• Mention the particular social media platforms examined in the research.</li> <li>• Briefly elaborate on the concept of "business performance" and how it was assessed within the study.</li> </ul>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p>The structure of this manuscript is generally appropriate for an academic paper. It follows a standard format with an abstract, introduction, literature review and hypothesis development, methodology, results, discussion, and conclusion. However, there are a few improvements that could be made:</p> <ul style="list-style-type: none"> <li>• The literature review and hypothesis development sections could be combined into one section. This would create a more streamlined flow of ideas and prevent redundancy.</li> <li>• The results section presents descriptive statistics and inferential statistics together. It would be clearer to separate these into distinct subsections. This would make it easier for readers to follow the data analysis process.</li> <li>• The sections on theoretical and practical implications could be expanded. These sections are crucial for highlighting the significance of the research and its potential impact. More in-depth discussion and elaboration would strengthen the paper's contribution.</li> <li>•</li> </ul>	
<p><b>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.</b></p>	<p>The manuscript is scientifically robust and technically sound due to several factors. The authors have developed a comprehensive theoretical framework by integrating the Technology-Organization-Environment (TOE) framework with elements from the Diffusion of Innovation (DOI) theory. This framework effectively guides their investigation into the factors influencing social media adoption among SMEs. Additionally, the research methodology is rigorous, employing both exploratory and confirmatory factor analyses to refine and validate their measurement scales. The use of structural equation modeling (SEM) and multiple regression analysis further strengthens the statistical rigor of their findings, providing robust evidence for the relationships between social media adoption, its influencing factors, and business performance.</p>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> =</p>	<p>The references used in this study are generally appropriate and relevant to the topic of social media adoption and its impact on SME performance. However, there are some areas where the references could be improved:</p> <ul style="list-style-type: none"> <li>• Most of the references are relatively recent, with the majority published within the last five years. However, including a few more recent references from 2022 or 2023 would strengthen the paper's timeliness.</li> </ul>	

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	<ul style="list-style-type: none"> <li>The references are primarily from academic journals, which is appropriate for a research paper. However, including a few references from industry reports or white papers could provide a broader perspective on the practical implications of social media for SMEs.</li> <li>The references are heavily focused on research conducted in developed countries. Including more references from studies conducted in developing countries, particularly in the context of SMEs, would enhance the paper's relevance to a global audience.</li> <li>Incorporate recent studies on social media trends and their impact on SMEs, particularly in the context of the COVID-19 pandemic and the increasing reliance on digital platforms.</li> <li>Include references from reputable industry reports on social media usage and marketing strategies for SMEs.</li> <li>Consider referencing case studies of successful social media campaigns by SMEs in various industries and regions.</li> </ul>	
<p>Minor REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language and English quality in this article are mostly suitable for scholarly communication. However, there are some instances of informal language, such as the phrases "Get serious!" and "bandwagon effect." Additionally, there are some grammatical errors and inconsistencies in capitalization and punctuation. Therefore, I recommend a minor revision to address these issues and enhance the overall clarity and professionalism of the writing.</p>	
<p>Optional/General comments</p>	<p>This research paper is well-written and addresses a relevant topic. The authors have conducted a comprehensive literature review and developed a sound theoretical framework. The methodology is appropriate, and the results are presented clearly. The discussion is insightful, and the conclusions are well-supported by the data. The paper also makes a significant contribution to the field by providing practical implications for SMEs. However, there are a few areas where the paper could be improved. First, the authors could provide more details on the data collection process. Second, the authors could discuss the limitations of their study in more detail. Third, the authors could provide more specific recommendations for future research. Overall, this is a well-written paper that makes a significant contribution to the field. I recommend that it be published with minor revisions.</p>	

**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?	<i>(If yes. Kindly please write down the ethical issues here in details)</i>	

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