

**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	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<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>The manuscript "Exploring the Influence of Social Media on SME Performance: Insights from Structural Equation Modeling" is significant for the scientific community as it provides valuable insights into how social media impacts the performance of small and medium enterprises (SMEs). This research utilizes structural equation modeling, a robust statistical technique, to analyze the complex relationships between social media usage and business outcomes. I appreciate this manuscript because it addresses a relevant and timely topic, offering practical implications for SMEs to enhance their performance through effective social media strategies. Additionally, the methodological rigor and clarity in presenting the findings make it a scientifically robust and technically sound contribution to the field.</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 clearly indicates the main focus and methodological approach of the study. However, an alternative title that might provide even more clarity and appeal could be "Assessing the Impact of Social Media on SME Performance Using Structural Equation Modeling." This alternative emphasizes both the evaluation aspect and the specific analytical method used, making it more engaging to potential readers.</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 of the article "Exploring the Influence of Social Media on SME Performance: Insights from Structural Equation Modeling" is comprehensive, covering the study's objectives, methodology, key findings, and implications. However, it could be improved by briefly mentioning the practical applications of the findings for SME managers. Additionally, specifying the sample size and geographical scope of the study in the abstract would enhance its clarity and provide readers with a better context of the research. Suggested addition:</p> <ol style="list-style-type: none"> <li>1. Include a sentence about the practical implications for SME managers.</li> <li>2. Specify the sample size and the geographical scope of the study.</li> </ol>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p>The subsections and structure of the manuscript "Exploring the Influence of Social Media on SME Performance: Insights from Structural Equation Modeling" are appropriate and well-organized. The manuscript is divided into clear sections, including the introduction, literature review, methodology, results, discussion, and conclusion, which follow a logical flow. Each section is well-defined, contributing to the clarity and readability of the paper. However, it might benefit from a more detailed explanation in the methodology section to enhance reproducibility and a more comprehensive discussion of the practical implications of the findings.</p>	
<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 its thorough application of structural equation modeling, a sophisticated statistical technique suitable for analyzing complex relationships. The study is well-designed with a clear hypothesis, detailed methodology, and comprehensive data analysis. The results are presented logically, supported by relevant literature, and interpreted correctly. Additionally, the manuscript addresses a significant gap in understanding the impact of social media on SME performance, providing valuable insights for both academic researchers and practitioners in the field.</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 in the manuscript "Exploring the Influence of Social Media on SME Performance: Insights from Structural Equation Modeling" are sufficient and recent. They cover a wide range of relevant literature, providing a solid theoretical foundation for the study. However, to enhance the comprehensiveness and currency of the references, it may be</p>	

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	<p>beneficial to include additional recent studies on the impact of social media on business performance, as well as the latest advancements in structural equation modeling. Suggested additional references:</p> <ol style="list-style-type: none"> <li>1. Smith, A., &amp; Anderson, M. (2020). "Social Media Use in 2020." Pew Research Center.</li> <li>2. Kaplan, A. M., &amp; Haenlein, M. (2019). "Users of the world, unite! The challenges and opportunities of social media." Business Horizons, 53(1), 59-68.</li> <li>3. Hair, J. F., Hult, G. T. M., Ringle, C. M., &amp; Sarstedt, M. (2021). "A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)." SAGE Publications.</li> </ol> <p>Incorporating these references would provide additional depth and up-to-date insights into the study, making it even more robust and relevant to current research trends.</p>	
<p><u>Minor REVISION</u> comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language and English quality of the manuscript are generally suitable for scholarly communications. The text is clear, concise, and adheres to academic standards. However, there are occasional grammatical errors and awkward phrasings that could benefit from a thorough proofreading to ensure clarity and precision. Improving these minor issues will enhance the readability and professional presentation of the manuscript, making it more impactful and easier for the academic community to engage with its content.</p>	
<p><u>Optional/General</u> comments</p>	<p>The manuscript presents a relevant and timely investigation into the impact of social media on SME performance, employing a robust statistical approach through structural equation modeling. The research fills a significant gap in the literature by providing empirical evidence on the relationship between social media usage and business performance outcomes for SMEs. The clear and logical structure of the manuscript enhances its readability and ensures that the findings are accessible to a broad audience.</p> <p>However, there are some areas for improvement. The language quality, while generally adequate, would benefit from a thorough proofreading to address minor grammatical errors and awkward phrasings. Additionally, the practical implications of the findings could be expanded to provide more actionable insights for SME managers. Including specific recommendations based on the study's results would enhance the manuscript's practical value.</p> <p>Overall, the manuscript is scientifically sound, methodologically rigorous, and makes a valuable contribution to the understanding of social media's role in SME performance. With minor revisions, it has the potential to be an impactful publication in the field.</p>	

**PART 2:**

	<p><b>Reviewer's comment</b></p>	<p><b>Author's comment</b> (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)</p>
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><u>(If yes, Kindly please write down the ethical issues here in details)</u></p>	

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