



SDI Review Form 1.6

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| Journal Name: | South Asian Journal of Social Studies and Economics |
| Manuscript Number: | Ms_SAJSSSE_49907 |
| Title of the Manuscript: | Exploring Social media as a strategy for Small and Medium Enterprises (SMEs) Performance: Evidence from Oyo State, Nigeria |
| Type of the Article | |

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

PART 1: Review Comments

| | 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) |
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| Compulsory REVISION comments | | |
| Minor REVISION comments | <ol style="list-style-type: none"> 1. Line 67, you have the heading Literature Review which is followed by another heading or sub-heading Concept of Social media. Delete the heading Literature Review or add some text under it before the heading Concept of Social media. 2. Line 163, you have a Heading with nothing under it followed by another sub-heading on line 166. After, is the title for Table 1 on line 168. Some text needs to be in between headings before you get to a sub-heading. 3. Line 180 and line 182. The title for item 2 and Table 2 are the same. This is not a good style of writing. 4. Between line 188 and line 190, you can add some like; ...Some types of social media are listed in Table 3.... 5. In item 4 above, you can also talk about their ranking and its bases for it. 6. Between line 205 and 207, you can write something like the following: Some of the factors influencing the adoption of social media strategy by SMEs are listed in Table 4..... | |
| Optional/General comments | | |



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

Reviewer Details:

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|----------------------------------|---|
| Name: | Aliyu Bhar Kisabo |
| Department, University & Country | Centre For Space Transport And Propulsion, Nigeria |