

REVIEWER'S REPORT

Manuscript No.: **IJAR-53010**

Date: 28-07-2025

Title: A SYNOPTIC LOOK ON EXPLORING THE ROLE OF SOCIAL MEDIA IN EMPOWERING WOMEN ENTREPRENEURS IN TIRUCHIRAPPALLI DISTRICT

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality			✓	
Techn. Quality		✓		
Clarity			✓	
Significance		✓		

Reviewer Name: Dr.P.Manochithra

Date: 28-07-2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

This study provides valuable insights into how social media empowers women entrepreneurs in Tiruchirappalli by enhancing business visibility, customer engagement, and personal empowerment. Its mixed-methods approach and focus on regional dynamics fill an important gap in the literature. The findings offer practical implications for digital literacy training and inclusive entrepreneurial support.

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Detailed Reviewer's Report

Title of the Manuscript

A Synoptic Look on Exploring the Role of Social Media in Empowering Women Entrepreneurs in Tiruchirappalli District

1. Overall Assessment

The manuscript offers a timely and regionally focused exploration of the role that social media plays in empowering women entrepreneurs in Tiruchirappalli. The study makes a commendable effort to combine both qualitative and quantitative methods to examine the benefits, patterns, and challenges associated with social media usage among women entrepreneurs. It addresses an under-researched demographic and geographic area, adding unique value to the broader discourse on digital entrepreneurship and gender empowerment in India.

2. Strengths of the Manuscript

- **Relevance and Originality:** The focus on Tiruchirappalli district brings out local and contextual insights often missing in national-level studies. The topic is highly relevant in the current digital economy.
- **Comprehensive Approach:** The use of a mixed-methods research design strengthens the depth and credibility of the findings, offering both statistical and narrative understanding.
- **Clear Research Objectives and Hypotheses:** The paper lays out well-defined objectives and hypotheses that align logically with the research problem.
- **Practical Significance:** The manuscript includes actionable recommendations for policymakers, training agencies, and women entrepreneurs themselves.

3. Methodology

- **Design:** The study employs a descriptive and exploratory research design, with stratified random sampling for surveys and purposive sampling for interviews. This approach is appropriate given the nature of the study.
- **Sample Size:** The survey covers 150 participants and interviews 20 women entrepreneurs, which is reasonable and offers good diversity across business sectors.

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- **Tools and Analysis:** The use of descriptive statistics, correlation, regression, and Chi-square tests is suitable. The inclusion of thematic analysis for qualitative data adds value.

Suggestions:

- It would strengthen the paper to specify the reliability and validity checks applied to the survey instrument.
- Further elaboration on the interview coding process (manual vs. software-aided, inter-rater reliability) would enhance transparency.

4. Literature Review and Research Gap

The literature review is concise and well-organized, referencing both global and Indian sources. The identification of a clear research gap — especially the lack of local studies in Tiruchirappalli — justifies the study effectively.

Suggestion:

- The authors may consider incorporating more recent literature (2023–2024) to support evolving trends in digital literacy and women entrepreneurship.

5. Data Presentation and Analysis

The demographic profile and key findings are presented clearly through tables and step-by-step statistical explanations. The Chi-square analysis is adequately discussed, and the linkage between variables like age, education, and business sector is meaningful.

Suggestion:

- Including more visual representations like charts or infographics could enhance the reader's understanding and engagement.

6. Discussion and Interpretation

The discussion effectively relates the findings to the literature and real-world challenges faced by women entrepreneurs. The emphasis on empowerment, digital barriers, and policy implications is noteworthy.

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7. Limitations

The paper includes a candid and appropriate section on limitations, covering aspects such as sample generalizability, self-reported data, and cross-sectional design.

Suggestion:

- A brief discussion on how future longitudinal studies might address these limitations would strengthen the conclusion.

8. Language and Style

The manuscript is mostly well-written with a professional tone. However, there are minor grammatical issues and repetitive phrasing in some sections.

Suggestion:

- A final proofreading/editing pass would help improve clarity, remove redundancies, and ensure grammatical consistency.

9. Conclusion and Recommendations

The conclusion summarizes the key insights effectively and provides forward-looking policy and practice-oriented suggestions. The emphasis on digital literacy training and tailored support services is practical and impactful.

10. Recommendation

Accept with Minor Revisions

The study is well-structured, original, and meaningful. With minor revisions focused on language refinement and clarification of methodological details, the manuscript will make a strong contribution to the literature on women entrepreneurship and digital empowerment.