

## REVIEWER'S REPORT

Manuscript No.: IJAR-53010

**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: Mir Jaffar

### Reviewer's Comment for Publication.

The manuscript presents a relevant and timely exploration of how social media is shaping the landscape for women entrepreneurs in Tiruchirappalli, India. It demonstrates a thoughtful understanding of the intersection between digital innovation and gender empowerment, especially within the context of a society that has historically imposed gendered limitations on women's roles in the economic sphere.

The **abstract** is well-structured, clearly outlining the objectives, scope, and key findings of the study. It articulates how platforms like Facebook, Instagram, and WhatsApp have emerged as vital tools for women entrepreneurs in overcoming traditional socio-economic and cultural barriers. The discussion of both the opportunities and the limitations associated with social media use—such as digital literacy gaps, time constraints, and cybersecurity concerns—reflects a balanced and nuanced approach to the research topic. The abstract also appropriately emphasizes the need for supportive interventions to maximize the potential of social media as an entrepreneurial tool.

The **introduction** effectively contextualizes the issue of women's entrepreneurship within the broader socio-cultural and historical framework of India. It traces the evolution of women's participation in business and underscores the persistent structural challenges they face. The incorporation of data from credible sources such as the Global Entrepreneurship Monitor lends empirical grounding to the discussion. Additionally, the introduction makes a compelling case for the growing role of social media as a democratizing force in entrepreneurship.

The manuscript also reflects a strong grasp of the practical realities faced by women entrepreneurs in semi-urban and urban Indian settings. The emphasis on social media's multifaceted utility—not only as a marketing platform but also as a space for customer engagement, research, and brand development—adds depth to the analysis.

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Overall, the study offers a comprehensive and insightful account of how digital tools are reshaping entrepreneurial pathways for women in a specific Indian context. It aligns well with contemporary discussions around gender, technology, and economic development and contributes meaningfully to the literature on digital empowerment and inclusive entrepreneurship.