

REVIEWER'S REPORT

Manuscript No.: JNBMS-069

Title: THE ROLE OF DIGITAL MARKETING IN ENHANCING SMALL BUSINESS PERFORMANCE: OPPORTUNITIES, CHALLENGES, AND FUTURE DIRECTIONS.

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 Id: JPR-228

Reviewer's Comment for Publication.

The manuscript presents a comprehensive and well-organized review of the role of digital marketing in enhancing small business performance, covering major channels such as business websites, social media marketing, search engine optimization, content marketing, email marketing, online advertising, and customer relationship management. The integration of the resource-based view and customer relationship perspective provides a useful conceptual foundation for explaining how digital capabilities, organizational resources, and customer engagement may contribute to business visibility, customer acquisition, retention, and competitiveness. The paper also appropriately addresses important implementation challenges, including limited financial resources, digital skill gaps, rapid technological change, difficulties in measuring return on investment, privacy and data protection, platform dependence, and online reputation management. However, the narrative-review methodology should be strengthened by providing clearer information regarding databases, search terms, publication period, and literature-selection criteria. The manuscript would also benefit from incorporating a broader range of recent empirical studies and providing a more critical comparison of the measurable effects of different digital marketing channels on small-business revenue, profitability, customer retention, and long-term performance across industries. Overall, the manuscript is relevant, practically useful, and suitable for publication after minor revision.