

### **Task 3 – Source Evaluation**

#### **Student Details**

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#### **Topic chosen**

The Use of Social Media to Promote Businesses

#### **Title of source**

Social Media Use and Performance of Small Businesses: A Customer-Centric Perspective

#### **Author(s)**

- Si Thembisile Sakhikhaya Radebe
- Silas Formunyuy Verkijika
- Brownhilder Neneh

#### **Year published**

The article was published online in 2023 and appeared in print in Volume 19 (2024) of the Baltic Journal of Management.

#### **How did you find this source?**

I found this article through Google Scholar while searching for recent peer-reviewed studies on the use of social media in business. I used keywords such as social media marketing, small businesses, and business performance. I selected this source because it was directly related to my topic and was published in a recognised academic journal.

#### **Why did you choose this source?**

I chose this article because it provides a clear and evidence-based analysis of how social media contributes to business performance. The study focuses on small businesses, making its findings practical and relevant. In addition, the article

is recent, published in 2023, and is based on original research rather than personal opinions, which makes it a reliable source for academic work.

### **Is it relevant to the topic?**

Yes, this source is highly relevant to my topic. It specifically examines how businesses use social media to improve customer engagement and overall performance. The research directly addresses the role of social media as a marketing and communication tool, which closely matches the topic I selected.

### **Is this a useful article?**

Yes, the article is very useful because it explains the relationship between social media use and business success using real data collected from small businesses. It also discusses customer engagement and business performance, which helped me gain a better understanding of how social media can support business growth.

### **Is this an academic source?**

Yes, this is an academic source. The article was published in the *Baltic Journal of Management*, which is a peer-reviewed academic journal. It presents original research findings and follows a scholarly research structure, including a literature review, methodology, results, and discussion.

### **When was it published? Is it recent enough? Why?**

The article was published online in 2023 and appeared in print in Volume 19 (2024) of the *Baltic Journal of Management*. It is recent enough because it discusses current business practices and the use of social media in modern marketing. Since social media platforms and digital marketing strategies change rapidly, a recent publication is important for this topic.

### **Author Credibility**

The authors are Sithembisile Sakhikhaya Radebe, Silas Formunyuy Verkijika, and Brownhilder Neneh. They are researchers and academics with expertise in business management, entrepreneurship, and digital business research. Their professional backgrounds and research publications support their credibility in this field.

**Reliability**

Yes, the source is reliable. It was published in the *Baltic Journal of Management*, a recognised peer-reviewed academic journal. This means the article was reviewed by experts before publication. The study is based on data collected from 262 small businesses and follows a clear research methodology. It also cites previous academic studies, which strengthens its reliability and academic value.