

Task 3 – Source Evaluation Template

Student Details

Name and student ID: Claudiu Costache (2537726)

Topic chosen: The use of social media to promote businesses

Title of source: Social Media as a Promotional Tool Towards SME's Development: Evidence from the Financial Industry in a Developing Economy

Authors: John Amoah, Abdul Bashiru Jibril, Umair Akram

Year published: 2021

How did you find this source?

Google Scholar, academic database research

Why did you choose this source?

This source is directly relevant because it examines how small and medium enterprises (SMEs) use social media specifically as a promotional/marketing tool-which matches my topic exactly. Its useful because it provides real research findings (based on a survey of business owners) on the effectiveness of social media promotions, not just opinions.

Is it relevant to the topic?

Yes – the article discusses how promotion involves disseminating information about a product, brand, or company, and how the growth of information and communication technology has created opportunities for SMEs to promote their products and services through social media.

Is this a useful article?

Yes, because it gives evidence-based conclusions rather than just theory – it studied real SMEs and measured the actual impact of social media use on their promotion and development.

Is this an academic source?

Yes – it was published in Cogent Business & Management , and went through a formal review process (received 17 Dec 2020, accepted 24 Apr 2021, published 16 May 2021), which confirms it is a peer-reviewed academic journal article.

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

Published in 2021. Yes, it's recent enough – social media marketing changes fast, and a source from within the last 5 years is considered current and reliable for this topic.

Author Credibility

Who is the author? What are their qualifications or expertise?

Abdul Bashiru Jibril was a Doctoral Researcher in the Department of Management and Marketing at Tomas Bata University in Zlín, with research focused on digital marketing applications, social media analysis, and brand management – directly relevant expertise for this topic. His co-authors are also affiliated with university business/management departments (Pentecost University Ghana, Tomas Bata University). [Taylor & Francis Online](#)

Reliability

Yes. It's published in Cogent Business & Management, a peer-reviewed academic journal (Taylor & Francis group). It has since been cited by multiple other academic papers on the same topic, which shows it's recognized and trusted within the field.

