

# Task 3 – Source Evaluation Template

## Student Details

Name and student ID: Ali Raza, 2535289

Topic chosen: The use of social media to promote businesses

The source I have chosen is: Deb, S.K., Nafi, S.M., and Valeri, M. (2022) "Promoting tourism business through digital marketing in the new normal era: a sustainable approach," *European Journal of Innovation Management*, Vol 27 No. 3, pp. 775-779. Available at: <https://doi.org/10.1108/EJIM-04-2022-0218>

Title of source: Promoting tourism business through digital marketing in the new normal era: a sustainable approach.

Author(s): Deb, Nafi, and Valeri

Year published: 2022

## How did you find this source?

I found this source by searching up the topic "The use of social media to promote businesses" on google scholar.

## Why did you choose this source?

I chose this source because it is relevant to the topic. The source presents different uses of social media and measuring digital marketing strategies to promote businesses. I found that this source was useful in identifying how digital media is integral to this new normal era of sustainable businesses. This source specifically was useful in communicating the perceived ease of use of social media, and the correlation between social marketing and tourism.

Also, this source is an academic source, found in a research article in a reputable journal.

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

This article was published four years ago in 2022 and is considered a credible article as when it comes to business research, it is important to consider the market data, consumer trends, and financial analysis, so an article dated from 2022 is good in offering some historical context whilst also still being relevant to the current landscape.

## **Author Credibility**

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

The authors Deb, Nafi, and Valeri are all credible authors, they specialise primarily in tourism, hospitality management, and digital business strategies, and frequently collaborate.

Dr Santus Kumar Deb is a professor and former chairman at the University of Dhaka Bangladesh for the Department of Tourism and Hospitality Management. He holds over 1200 citations on Google Scholar.

Shohel Md. Nafi is an assistant professor in the Department of Tourism and Hospitality Management at Noakhali Science and Technology University, Bangladesh and he frequently co-authors papers and his work is tracked on platforms like Google Scholar.

Finally, Dr. Marco Valeri is an associate professor off Organisational Behaviour at Niccolo Cusano University in Rome, Italy and he is an associate researcher at the Magellan Research Center, iaelyon School of Management in France. He has a high publication volume which can also be found on Google Scholar and serves as a reviewer and editor for top tier international tourism publishers such as Routledge, Springer, and Emerald Publishing.

## **Reliability**

### **Is the source reliable? Why?**

This source is reliable as it was published by Emerald Publishing Limited and holds high academic standing due to its Q1 ranking, and significant citation impact within business literature, and has a rigorous, double-blind review process. This source also has a clear, structured design, methodology, and approach laid out that takes insight from existing relevant literature on tourism business from time immemorial. They also have data collected from 270 participants to further their understanding, approach, and methodology.