**Bayero Business Review**

**Department of Business Administration & Entrepreneurship, Faculty of Management Sciences, Bayero University Kano - Nigeria**

**Date:** 26th February, 2024

Dear ZHIRI David Danjuma,

**ARTICLE ACCEPTANCE LETTER**

It is my pleasure to inform you that after the peer review, your paper titled: ***“*Adoption of Social Media Technology and its Impact on Small and Medium Enterprises (SMEs) Competitive Advantage in Abuja*”*** has been accepted for publication in the **volume 7 issue 2, 2023 edition,** by the Bayero Business Review (BBR) after **major** corrections.

In order to fit into the publishing schedule, you are to please re-submit your corrected paper based on the editorial comments within **1 week**, showing evidence of the payment of article processing charges in the sum of thirty thousand Naira (N30, 000) only, which is to be paid into our Fidelity Bank PLC Account, **Name: Bayero Business Review; Account Number: 5210057522.** Failure to pay on time might cause delay in the publication of your paper.

Furthermore, in order to help the editors of the journal process your final paper quickly, you have to prepare your paper complying strictly with the journal submission format.

While thanking you for choosing BBR, we look forward for more academic correspondences.

Yours Sincerely,

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**Prof. Mukhtar S. Aliyu**

Editor – in – Chief

**Bayero Business Review**