

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_90640
Title of the Manuscript:	A study on marketing channels and it's efficiency, and factors influencing the selection of marketing channels by the pomegranate growers in Karnataka
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	<ol style="list-style-type: none"> 1. It is necessary to mention the sources of all information in the Introduction. 2. A theoretical description of marketing channel and supply chain should be included in the Introduction 3. More literature should be added in to the literature review section and the research gap should be identified. Based on the research gap, the justification of the current study should be explained. 4. 'METHOD AND METHODOLOGY' should be renamed as 'METHODOLOGY' 5. How did you confirm the supply chain actors? From literature review or field experience or anything else? 6. What do you mean by 'cum'? It is a sex related slang word used in the USA. 7. The monetary values should be expressed as USD. 8. 'RESULTS AND DISCUSSION' only included the results here and I did not find sufficient discussion. Justify your findings with the support of existing literature. 	
Minor REVISION comments	<ol style="list-style-type: none"> 1. How did you collect the data? Is it with a questionnaire? Clarify. 2. The section 'MARKETING CHANNELS' should be merged with 'RESULTS AND DISCUSSION' 3. What do you mean by RII value in Table 10? Explain how you determined the values in Methodology. 4. The Conclusion should be reduced and specific. Avoid explanation with numerical values here. 	
Optional/General comments	Major revision is recommended.	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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