

Review Form 1.6

Journal Name:	Archives of Current Research International
Manuscript Number:	Ms_ACRI_94951
Title of the Manuscript:	A New Tool for Personalized Advertising in Shopping Malls: A Smart Billboard System
Type of the Article	Empirical Research Paper

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.journalacri.com/index.php/ACRI/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	<p>Author work:</p> <ul style="list-style-type: none"> • Personalized marketing concept was mainly focused. • Personalized advertising framework was developed with thorough literature work • The model developed is appreciable and he identified a gap which is more profit worthy for marketers. • Research methodology is carried systematically.. but few things can be focused by author might have added clarity like.. <ul style="list-style-type: none"> ○ Sample size not defined ○ Sampling method of respondents not defined ○ Questionnaire stages not defined and may rise doubt on design of questionnaire. (for clarification may be submitted by author) ○ In pie chart diagram, internal heading of concept is missing ○ Location of shopping mall for survey not mentioned • Technical aspect of model developed is appreciable. • Process were clearly shown in the diagram 	
Minor REVISION comments	<ul style="list-style-type: none"> ○ The author should mention the time taken by process to track and display to customers. ○ If customer is new visitor—what is next step? ○ How much category of data range is optimally designed for efficient results? 	
Optional/General comments	<ul style="list-style-type: none"> ○ The research paper is presented with proper section wise. ○ Further scope of study may be mentioned. 	

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>	

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