

## Review Form 1.7

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_95149</b>
Title of the Manuscript:	<b>Correlation-regression analysis of the relationship between the volume of sales of goods and the use of rotary photo tables for their presentation in online stores</b>
Type of the Article	<b>Review Article</b>

### 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.journaljemt.com/index.php/JEMT/editorial-policy> )

### **PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p><b>The paper requires extensive revisions before it can be accepted for publication</b></p> <p><b>Impact of rotary photo-table displays on sales volume: A case study of online markets</b></p> <p><b>The abstract did not discuss the data and how it was collected.</b></p> <p><b>There was no section on literature review</b></p> <p><b>There was no discussion of the theory explaining buying consumer behaviour when technology is employed especially in online setting. The dependent and explanatory variables were not well articulated. For example X1 and X2 were mentioned, but the study focused on impact of X3 on Y.</b></p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The English language use in this article should be improved.</p>	
<p><b>Optional/General</b> comments</p>	<p>The writer needs to improve the work based on the suggestions made.</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(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)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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