

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_91649
Title of the Manuscript:	MARKETING BEHAVIOUR OF REGISTERED WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT OF TAMIL NADU
Type of the 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	<p>This is an interesting paper focusing on the marketing behaviour of registered women entrepreneurs in Tamil Nadu.</p> <p>In the abstract, basic ingredients of a concise abstract is conspicuously missing. These include; concise introductory phrase for the study, brief and concise conclusion, one recommendation emanating from this study.</p> <p>However, I feel "India" should be included as the last word in the title.</p> <p>In the introduction (1.1), it is quite surprising that no references was cited through the part. Your expected to cite some references to support these statements and assertions.</p> <p>In 2.1, briefly give an introductory phrase before commencing the review of literature. Please, note that the literature review should be presented in a flowing sentences and not in paragraphs as presented in the manuscript.</p> <p>In the methodology, how many units constituted 105 respondents for the study? Please, indicate this.</p> <p>The discussion section of this study is conspicuously missing.</p> <p>Please, discuss the results of this study empirically using recent and relevant references either to support or refute the findings in this study.</p> <p>Please, add more relevant and recent references in the introduction and discussion sections.</p> <p>Thank you.</p>	
Minor REVISION comments		
Optional/General comments		

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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