

## Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_92435
Title of the Manuscript:	Do Demographic Factors Influence Physicians' Perceptions of the Effectiveness of Pharmaceutical Marketing Strategies?
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.journalajebo.com/index.php/AJEBA/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)
<b>Compulsory</b> REVISION comments	1. Repetitions of same sentences are observed in the manuscript, please omit them.	
<b>Minor</b> REVISION comments	1. In the abstract, 2 <sup>nd</sup> line: Prescribing practices should be replaced with "prescribing behaviour". 2. The abbreviations of various terms should be mentioned first within the text. 3. In introduction section, authors have written "prescription drugs from 2010 through 2018 grew at a CAGR of +2.3%". To study the effectiveness of marketing strategies, author should mention the growth in recent years for example up to 2021. 4. In section 3.2: "IBM SPSS (version 25) software was used to perform principal component analysis (PCA) along with varimax rotation on a total of 10 items". The response from this software is not shown by the authors and only discussion on its result is given. 5. In section 4.2 authors mentioned that "HTMT values shown in Table 2" but those values are not mentioned in the said table. Please include it.	
<b>Optional/General</b> comments	NIL	

### 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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