

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)
Compulsory REVISION comments	<p>The research gap, context and scope of the study needs to be clearly specified in abstract.</p> <p>The variables and their proxy measures are unclear in the writing. A sub-section may be dedicated to define and explain the variables. The author(s) are asserting to investigate the influence of doctor's demographic variables on their perception of the effectiveness of the marketing strategies adopted by the pharmaceutical companies. But how did the measure such perception is unclear in the paper. More over the paper did not mention which particular marketing strategies are under the purview of the study.</p> <p>The hypotheses should be supported by literature and/or logical argument.</p> <p>The population and sampling method adopted should be stated elaborately. The sampling method must also be justified (why is the chosen method the most appropriate one?)</p> <p>The paper states that the findings of the study will help the managers of the pharmaceuticals companies to identify and formulate effective marketing strategies. But how is that possible? The paper investigates the perception of doctors about the effectiveness of certain marketing strategies. It did not do any analysis of any particular marketing strategy or their actual effectiveness. It's basically a perception analysis. I think this part should be rewritten to capture the real contribution of the paper and its implications for the practitioners.</p> <p>In the conclusion section, limitations and future research prospects of study should be incorporated.</p> <p>Finally, the paper needs English editing. There are grammatical errors and a number of unclear statements.</p>	
Minor REVISION comments		
Optional/General comments	The concept of the paper is good. It follows the desired structure of academic research paper. If the paper is revised following the above-mentioned suggestions it will be a good publishable paper.	

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:

Name:	ShakilaYasmin
Department, University & Country	Institute of Business Administration, University of Dhaka, Bangladesh