

Review Form 1.7

Journal Name:	Current Journal of Applied Science and Technology
Manuscript Number:	Ms_CJAST_109770
Title of the Manuscript:	Navigating the Digital Landscape: Challenges and Opportunities for Online Businesses in the Upper East Region of Ghana
Type of the Article	Original Research Article

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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Scope is limited it would be good if generalized guideline should be added for other region/ industries to opt this study.</p> <p>The term "Online Business" in title is not reflected anywhere in the draft and not even in results some case study or results are presented.</p> <p>Yes but can be improved in the light of given comments.</p> <p>Yes but needs improvements.</p> <p>Sample and data size is not mentioned to answer this question appropriate way.</p> <p>Yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Better to prof read and improved language as well in revision stage.</p>	
<p>Optional/General comments</p>	<ul style="list-style-type: none"> • Authors should add research contributions in points at end of introduction section. • Highlight some limitations at the end of literature review section as research gap and motivation for conducting this study. • Methodology section need more discussion and details currently it's too short. • Pie Graphs are blur improved its visibility and also discussed each graph in text form as well. • Result discussion should also have some comparative graph to correlate discussion and achievements of the results. 	

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PART 2:

	Reviewer's comment	Author's comment <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>
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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