

Review Form 1.7

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| Journal Name: | Asian Journal of Economics, Business and Accounting |
| Manuscript Number: | Ms_AJEBA_95802 |
| Title of the Manuscript: | Building WOM from Consumer Involvement for Virtual Idols Endorsement |
| 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.journalajebea.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 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments) | 1- This manuscript is based on interesting topic but need careful proofreading. The flaw with the manuscript is lack of clear problem definition and theory. Author should discuss the original contribution of the present study over past research by focusing on previous studies on the relevant area. Theoretical contribution is little. 2- The research topic is remarkable, but the manuscript need to be significantly revised in order to make a good contribution to the literature. 3- You need to rewrite the Abstract. 4- There should be more emphasized discussion on underlying theory for supporting and explaining your proposed framework. Need to add figures. And methodology there are some discrepancy between what is said and what is reported. 5- You can present your results in better way. 6- Relook the references. Some have missing information related to volume, issues, page no etc. | |
| Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications? | The language should be revised. There are few grammatical and spelling mistakes, missing spaces, punctuation mark etc. | |
| 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) |
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| Are there ethical issues in this manuscript? | (If yes, Kindly please write down the ethical issues here in details) | |

Reviewer Details:

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| Name: | Muhammad Arslan Sarwar |
| Department, University & Country | University of Gujrat, Pakistan |