

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_96244
Title of the Manuscript:	Impact Of COVID 19 On Digital Marketing: A Systematic Study On Sub Saharan African
Type of the Article	Review 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)																																																								
<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. <u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Modify Table 1 to include</p> <table border="1"> <thead> <tr> <th>No</th> <th>Topic</th> <th>Author(s) / Year</th> <th>Country</th> <th>Industry</th> <th>Sample</th> <th>Method</th> <th>Results</th> </tr> </thead> <tbody> <tr> <td>1- Yes</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2- Yes</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3- Yes</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>4- Yes</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>5- Yes</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>6-</td> <td colspan="7">Add new and more references inside all the paragraphs.</td> </tr> </tbody> </table>	No	Topic	Author(s) / Year	Country	Industry	Sample	Method	Results	1- Yes								2- Yes								3- Yes								4- Yes								5- Yes								6-	Add new and more references inside all the paragraphs.							
No	Topic	Author(s) / Year	Country	Industry	Sample	Method	Results																																																			
1- Yes																																																										
2- Yes																																																										
3- Yes																																																										
4- Yes																																																										
5- Yes																																																										
6-	Add new and more references inside all the paragraphs.																																																									
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	1- yes																																																									
<p>Optional/General comments</p>																																																										

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?	(If yes, Kindly please write down the ethical issues here in details)	

Reviewer Details:

Name:	Hayder Salah Hashim
Department, University & Country	University of Basarh, Iraq