

## 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)
<b>Compulsory REVISION</b> comments 1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript) 2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title) 3. <b>Is the abstract of the article comprehensive?</b> 4. <b>Are subsections and structure of the manuscript appropriate?</b> 5. <b>Do you think the manuscript is scientifically correct?</b> 6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b> <b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b>	1. The research deals with an important matter, as digital marketing is considered one of the sensitive topics in the business environment that has developed greatly, especially after the Corona pandemic. 2. The evolution of digital marketing during the Corona pandemic: a systematic study on sub-Saharan Africa. 3. yes 4. A discussion section and previous studies should be added 5. We need clarification of previous studies and the methods used, taking into account the comparison of what previous studies have reached, and not by presenting them in the form of tables only. 6. The studies are appropriate, but I suggest you some relevant studies that can enhance the research. - Habes, M., Alghizzawi, M., Ali, S., SalihAlnaser, A., & Salloum, S. A. (2020). The Relation among Marketing ads, via Digital Media and mitigate (COVID-19) pandemic in Jordan. <i>International Journal of Advanced Science and Technology</i> , 29(7), 12326-12348. - Rahi, S., Alghizzawi, M., & Ngah, A. H. (2022). Factors influence user's intention to continue use of e-banking during COVID-19 pandemic: the nexus between self-determination and expectation confirmation model. <i>EuroMed Journal of Business</i> .	
<b>Minor REVISION</b> comments 1. <b>Is language/English quality of the article suitable for scholarly communications?</b>	Needs language editing and restructuring	
<b>Optional/General</b> 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)
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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