

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
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.journalajeba.com/index.php/AJEBA/editorial-policy> )

## Review Form 1.7

### 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><b>Compulsory</b> 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>1. The manuscript important for scientific community.</p> <p>2. The title of the article is suitable.</p> <p>3. The content of the abstract is complete, and it is recommended to simplify the content of the abstract, for example, the explanation of the word "Sub-Saharan Africa" is moved to the text description.</p> <p>4. It is recommended to add a literature review chapter.</p> <p>5. The manuscript is scientifically correct, but more literature is needed to support the discussion.</p> <p>6. In order to fill the gap in this research, it is suggested that supplementary literature should be fully discussed Impact Of COVID 19 on Digital Marketing</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1. The language/English quality of the article is suitable as an article for academic communication.</p>	
<p><b>Optional/General</b> comments</p>	<p>1. The article adopts "systematic review", and it is suggested to explain how to select the reviewed articles and systematically analyze the content of the articles.</p> <p>2. The topic is "Impact of COVID 19 On Digital Marketing: A Systematic Study On Sub Saharan African", using the content of "systematic review" articles, and several articles have nothing to do with the covid-19 period, such as Anam Nabil, Menglan Chen(2015) , Eyram Ama Woka (2014).</p> <p>3. Leyla Mirzayeva (2022) research topic is "Digital marketing during the covid-19 pandemic: a field study in the education sector", is it suitable for this study?</p> <p>4. From the contents of Table 1, it is impossible to draw such dicussions as "Positive impact: Increase in digital marketing use, Sales, production and profit" and "Negative impact: Different avenues and strategies of marketing, fraud".</p> <p>5. Since the subject of the study is "Impact of COVID 19 On Digital Marketing: A Systematic Study on Sub Saharan African", but the results and recommendations of the study cannot see the difference in marketing methods before and during COVID-19, It is recommended to explain the difference between the two.</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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

### Reviewer Details:

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