

## Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_95413
Title of the Manuscript:	Social Media Marketing Activities (SMMAs) as Stimulus on Purchase Intention with Customer Engagement as Mediator
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:

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### 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> <ol style="list-style-type: none"> <li>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</li> <li>2. Is the title of the article suitable? (If not please suggest an alternative title)</li> <li>3. Is the abstract of the article comprehensive?</li> <li>4. Are subsections and structure of the manuscript appropriate?</li> <li>5. Do you think the manuscript is scientifically correct?</li> <li>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</li> </ol> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>The research paper needs to be reviewed for grammatical errors and spelling mistakes. The sentences mentioned in different sections of the research work should be connected in order to improve the readability of the research paper. Section 2.3 Data Analysis needs to be reframed as most of the text in first paragraph seems similar to already published work available at scitecresearch.com. Table 3 description on page 09 needs to be reframed as the same is similar to already published work available at scitecresearch.com and www.himjournals.com The paper should be checked using any similarity index checking software prior to publication. The manuscript is of importance to scientific community and by implementing few suggestions it will improve the readability of the research article.</p>	
<p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. Is language/English quality of the article suitable for scholarly communications?</li> </ol>	<p>The research paper needs to be reviewed for grammatical errors and spelling mistakes.</p>	
<p><b>Optional/General</b> 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)
<p>Are there ethical issues in this manuscript?</p>	<p>(If yes, Kindly please write down the ethical issues here in details)</p>	

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