

## Review Form 1.7

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_95379</b>
Title of the Manuscript:	<b>The influence of the use of rotary photo tables for the presentation of goods on the volume of their sale in online stores</b>
Type of the Article	<b>Review Article</b>

### **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.journaljemt.com/index.php/JEMT/editorial-policy> )

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### PART 1: Review Comments

Reviewer's comment	<b>The influence of the use of rotary photo tables for the presentation of goods on the volume of their sale in online stores</b>	<b>Author's comment</b> <i>(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)</i>
	<p>The purpose of this article was to confirm the dependence between the volume of sales of goods by online stores and the use of rotary photo tables for the presentation of goods, using mathematical methods and models. The use of correlation-regression analysis to assess economic processes and trends, as well as the development of a model of dependence between the volume of sales of goods by an online store and the use of rotary photo tables for the presentation of goods.</p> <p>In order to determine the relationship between the volume of sales of goods in the online store and the use of rotary photo tables for the presentation of goods, an economic and mathematical modeling was carried out in the work based on the database of online stores «Yin.gold», «Nihaojewelry Wholesale Store», «W.P. Jewellery».</p> <p>The following methods were used in this research: analysis, synthesis, induction, deduction, comparison, grouping, methods of mathematical modeling and mathematical statistics. The use of these methods is aimed at achieving the tasks set in the research. The information base of the research consists of the works of recognized specialists, as well as data from the online stores «Yin.gold», «Nihaojewelry Wholesale Store», «W.P. Jewellery».</p> <p>On the basis of mathematical methods (correlation-regression analysis), it was confirmed an actual dependence between the volume of sales of goods by online stores and the number of goods that are presented with the help of photos and videos made with the use of rotary tables for photography. The economic effect of using rotary photo tables for object photography for the investigated online stores is quantified. To confirm the close relationship established in the past research between the volume of sales of goods by an online store and the number of goods that are presented with the help of photos and videos made with the use of rotary tables for photography. Authors compare the results of the correlational regression analysis obtained in the previous research with the data of two other similar online stores that sell jewelry and use rotary tables for object photography to present products on the website.</p> <p>Very interesting are conclusion and implications. In this part of the paper Authors underline that there has been a steady trend towards a close dependence between the volume of sales of goods by online stores and the quality of the presentation of goods on the store's website in recent years. On the basis of mathematical methods application (correlation-regression analysis), it was proved that there is a relationship between the volume of sales of goods and the use of rotary photo tables for product photography for their presentation. The research of the data of three online stores that sell jewelry showed the presence of a close relationship between the volume of sales of goods and the use of rotary photo tables for their presentation in the store. This dependence is explained by the fact that the use of rotary tables for objective photo shooting allows you to present the product to a potential buyer better by demonstrating all its details and features. In the result of the research, the economic effect of increasing the use of rotary photo tables for product photo shooting by the investigated stores was determined. If the number of products that are presented using rotary tables for photography increases by one hundred units, the increase in the volume of sales for the «Yin.gold» store will amount to 6,704 US dollars, for the «Nihaojewelry Wholesale Store» 11168 US dollars, and for the store «W.P. Jewellery» 7578 US dollars. The economic interpretation of the parameters of each of the built models shows that the increase in the number of products presented on the website of the online store with the use of rotary tables for photography leads to an increase in the volume of sales.</p> <p>An undoubted advantage of the reviewed work is the method of presenting the analyzed matter in a logical and clear structure. The advantage of the work is the way of narration, which allows the reader to recognize the credibility of the interpretation of the presented theories, facts, concepts, argumentations, and effects of project level strategies on performance of construction projects.</p> <p>Another advantage of the work is the use of quantitatively and qualitatively impressive literature on the subject and sources. There are important in the scientific world: monographs and studies as well as articles printed in scientific journals. There are also theoretical works, based on which the Authors create own theoretical and methodological approach but the references in this work are very short .</p> <p>From this matter, subjected to critical, but at the same time constructive analyses, the Authors create an innovative, methodically planned based on the adopted theoretical-methodological approach, logical and coherent transmission of innovative content of the research topic.</p> <p>I accept the manuscript for publication.</p>	

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<b>Compulsory</b> REVISION 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?</b> 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>	Yes Yes Yes Yes Yes Yes	
<b>Minor</b> REVISION comments 1. <b>Is language/English quality of the article suitable for scholarly communications?</b>	Yes	
<b>Optional/General</b> comments	No	

### **PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

### **Reviewer Details:**

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