

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_95417
Title of the Manuscript:	The Influence of Social Media Marketing and Word of Mouth on Product Purchase Intentions at Bibit FinTech Startup Mediated by Brand Awareness
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:

(<https://www.journaljemt.com/index.php/JEMT/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)
Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	1- Yes, Social media platforms are one of the topics that always need follow-up and scientific contribution 2- The title suitable Its reflects all study variables 3- The abstract is appropriate and reflects all the major sections of the paper 4- structure of the manuscript appropriate 5- manuscript is scientifically correct 6- Suggest some recent studies regarding your subject of study (Alghizzawi 2019a)(Alnaser et al. 2020)(Alghizzawi 2019b) Alghizzawi, Mahmoud. 2019a. "A Survey of the Role of Social Media Platforms in Viral Marketing: The Influence of EWOM." <i>International Journal of Information Technology and Language Studies</i> 3(2). Alghizzawi, Mahmoud. 2019b. "The Role of Digital Marketing in Consumer Behavior: A Survey." <i>International Journal of Information Technology and Language Studies</i> 3(1).	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	good	
Optional/General 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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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