

Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_95648
Title of the Manuscript:	E-commerce and its impact on the economic development of entrepreneurs in a shopping center in Trujillo, Peru
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 '**lac k of N o velt y**', 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.journalajess.com/index.php/AJESS/editorial-policy>)

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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><u>Compulsory</u> 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.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. Yes, this manuscript is important for the scientific community to know about the economic development of entrepreneurs at the El Virrey Shopping Center. Trujillo, in 2022. 2. Yes, the title of the article is suitable. 3. The abstract is not clear. The abstract does not present the research background, discussion and, suggestions for the future of the research results. The abstract should include a brief introduction, objective, methods, results, discussion, and conclusion. Please improve it. 4. Subsections and the structure of the manuscript are appropriate. The manuscript consists of an abstract, introduction, methodology, results, discussion, conclusions, and bibliography. but needs to complete the recommendations from the results of this study. 5. The manuscript is scientifically correct, however, it needs improvement in perfecting this paper. 6. Yes, recently cited references, but more literature review is needed. <ul style="list-style-type: none"> • In the introduction, it is better to add previous research literature related to this research. Most of the literature cited in the introduction is not listed in the references. Need more literature review. 6 citations are not listed in the references. • Most of the literature cited in the discussion is not listed in the references. This manuscript also needs to be supplemented in the discussion, and comparison with other similar writing to show differences and or similarities with this research • References need improvement • Most of the literatures contained in the manuscript is not listed in the bibliography, namely as many as 10 literatures consisting of Zhou 2022a; Zhou 2022b; Ortiz 2022; Bnamericas 2022; Americasmi 2022b; Palomo 2005; Constantinides and Fountain 2008; Fishbein and Aizen 1975; Virrey Trujillo 2022 and Turban et al. 2008. • Likewise, most of what is contained in the bibliography are not in the manuscript, namely as many as 10 literatures consisting of Salazar Concha, et al 2018; Sánchez- Alzate, J. A., & Sánchez-Torres, J. A. 2017; Leon, J. 2018; Hernandez, R., & Mendoza, C. 2018; Hernández, R., Fernández, C., & Baptista, P. 2010; Guzmán Duque, A. P., & Abreo Villamizar, C. A. 2017; Diaz Fernandez, I. 2017; Córdova- Pacheco, A., Moina-Sánchez, P., & Morales-Carrasco, L. 2020; Alfaro Arancibia, R. 2001; and Americas Market Intelligence (AMI) 2022. 	
<p><u>Minor</u> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of the English articles is suitable for scientific communication but needs improvement</p> <ul style="list-style-type: none"> • The English in the manuscript has been corrected 	
<p><u>Optional/General</u> comments</p>	<p>In perfecting this manuscript, some parts of this paper need to be improved, namely the abstract, the introduction and, the discussion by adding literature, and references need improvement.</p>	

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PART 2:

	Reviewer's comment	Author's comment <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>
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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