Review Form 1.7

Journal Name:	**Asian Journal of Education and Social Studies**
Manuscript Number:	**Ms_AJESS_95652**
Title of the Manuscript:	**Digital marketing and entrepreneurship in the MYPES of footwear sector in APIAT Trade Fair in Trujillo, Peru**
Type of the Article	**Original Research Article**

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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.
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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)*
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)**	**yes, this manuscript contributes ideas and enriches findings in the field of digital marketing management** **Yes** **No, should be add prologue according your title, such as what the importance this topic** **Yes, Should be improvement** **Yes, Should be improvement** **No**	
Minor REVISION comments **1. Is language/English quality of the article suitable for scholarly communications?**	**Yes, should be improvement**	
Optional/General comments	**The theme of manuscript is good but should be improvement**	

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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?	*(If yes, Kindly please write down the ethical issues here in details)*	

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