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**

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.
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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** **The relationship between Digital marketing and entrepreneurship in the MYPES of footwear sector in APIAT Trade Fair in Trujillo, Peru** **The abstract is not appropriate. It is filled with statistical results, which has to be modified with confined overview of the research work compulsorily.** **Correct** **Yes. But Data analysis is wrongly interpreted.** **References has to be improved.**	
Minor REVISION comments 1. **Is language/English quality of the article suitable for scholarly communications?**	Yes. But discussion should be structured in author/ researcher language.	
Optional/General comments	1. The abstract need to be modified. 2. Data validation is justified. 3. The research methodology should be constructive. 4. Sampling method is justified. 5. The no. of items are not clear. 6. The identified variables need justification from literature part. 7. The data analysis is wrong. Correlation study will be useful in analysing the existence of relationship, positive or negative and degree of relationship between variables. Whereas Regression technique will be used to study the impact/effect of independent variable on dependent variable and contribution of effect of each independent variable on dependent variable. Now, author/researcher has to change his comments and discussion and update it.	

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)*	

Reviewer Details:

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