

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_101493
Title of the Manuscript:	STUDY ON BRAND PROMOTION STRATEGY OF PRE-EMERGENCE (HERBICIDE) IN HOSHIARPUR DISTRICT OF PUNJAB
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.journalajaees.com/index.php/AJAEES/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)
<p>Compulsory 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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1-Yes, this study aimed to evaluate the knowledge, perception and practices regarding herbicide usage in Punjab state. It is a study on consumer behaviours. The study is important.</p> <p>2- The title is concise.</p> <p>3- No, the abstract should include objectives, methods, findings, and conclusions.</p> <p>4- No. This is a survey study on herbicide usage. Material and method should be explained correctly.</p> <p>5- Please try to answer the following questions while re-editing the main text. How did they persuade participants to participate in the survey? Has a small preliminary study been done for the survey questions? When was the survey conducted? Which statistical method was used for the evaluation?</p> <p>The results were not discussed with any literature.</p> <p>6- References are not sufficient and recent. Pest control and control of herbicide doses used are a matter of debate all over the world. Was this work done to obtain an agricultural product without herbicide residues?</p> <p>Abdallah, I.S.; Atia, M.A.M.; Nasrallah, A.K.; El-Beltagi, H.S.; Kabil, F.F.; El-Mogy, M.M.; Abdeldaym, E.A. Effect of New Pre-Emergence Herbicides on Quality and Yield of Potato and Its Associated Weeds. <i>Sustainability</i> 2021, 13, 9796. https://doi.org/10.3390/su13179796</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	No, the manuscript should be review the manuscript by English native speaker	
<p>Optional/General comments</p>	It may be published as a short communication instead of the original research article.	

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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>	

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