

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_94146
Title of the Manuscript:	Digital Marketing Strategies and Marketing Performance of Private Secondary Schools in Port Harcourt.
Type of the 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.journalajebea.com/index.php/AJEBA/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	<p>The correct name of the formula to calculate reliable sample size is Taro Yamane. It is necessary to correct the citation in the sentence "banner and digital outdoor marketing and social networks (pride & Ferrell 2012)" putting the author's name starting with a capital letter.</p> <p>It is necessary to correct the concordance in the phrase "their offerings to customers and the entire publics", and the spelling in the phrase "target market share".</p> <p>The name of the author Rashid must be written in lower case in the citation "(Gunday, Ulusoy, Kilic & Alpkan, 2012; RASHID, 2008; Sullivan & Dooley, 2009. A study by Grawe, Chen & Daugherty (2009). the quote "(Patrutice 2016. Rob (2013)," needs to be corrected.</p> <p>the phrase "Sarneil out a study on the impact of Search Engine Optimization on the" needs to be revised.</p>	
Minor REVISION comments	<p>Does the form of sampling adopted guarantee its representativeness in relation to the population? Can the results be inferred for the population? This information must be declared.</p> <p>it is important to indicate the error value used in the calculation of the sample.</p> <p>it would be important to show the variables present in the questionnaire used for data collection.</p> <p>it is not necessary to show the test result in matrix form, since there are two variables.</p>	
Optional/General comments	<p>Pearson's correlation does not indicate which variable is independent and which is dependent. This would be a limitation of the study, as it does not show the causality of one over the other (for example, the correlation used does not show that digital affiliate marketing is an antecedent of market share, as it does not indicate an antecedent temporality).</p>	

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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