

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_98625
Title of the Manuscript:	Business Plan and Implementation Report on Fashion Business "CAYNILV"
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.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)
<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>	<p>This is a very interesting manuscript and we would like to see better quality in the manuscript, so the following suggestions are offered:</p> <p>-Abstract The author needs to rewrite it, following the general academic norms (background, process, methods, findings, results)</p> <p>-INTRODUCTION Research deficiencies and research gaps need to be written visibly so that readers can see this section more easily.</p> <p>-Hypothesis This manuscript does not need a research hypothesis section. In the manuscript, the research hypothesis is written in the wrong way and we suggest to delete this section. z This section should be expressed more by the authors as the research methodology and we suggest that the research methodology is presented in the methodology section.</p> <p>-Conclusion What are the shortcomings of the study What are the future directions for further research</p> <p>-Suggested Citation for the following article: Yao, Y., Wang, P., Jiang, Y., Li, Q., & Li, Y. (2022). Innovative Online learning strategies for the successful construction of student Self-awareness during the COVID-19 pandemic: Merging TAM with TPB. Journal of Innovation & Knowledge, 100252. Wei, X., & Li, Y. (2021). The effect of green economic growth on the foreign investment behaviour of heterogeneous enterprises. International Journal of Technology Management, 85(2-4), 212-229. Zhang, Z., Li, Q., & Li, Y. (2021). TO BUY OR NOT TO BUY? EXAMING USER PURCHASE INTENTION FOR THE GAME OF" GLORY OF KINGS" USING THE TAM-VAM MODEL. International Journal of Entrepreneurship, 25, 1-13. Li, Y., Yang, X., Wang, P., Jia, Y., Xiang, D., & Li, Q. (2022). Blind box gifts: The impact of self-gift motivation and lifestyle on repurchase intention. Academy of Entrepreneurship Journal, 28(S4), 1- 16. Li, Y., Xia, D., Zou, Z., & Xu, P. (2020, January). An Empirical Study of the Perceptual Authenticity of Social Media and the Attachment Relationship of Users' Urban Brands Based on Environmental Protection. In 2019 International Conference on Management Science and Industrial Economy (MSIE 2019) (pp. 179-183). Atlantis Press.</p>	
<p><u>Minor</u> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>		
<p><u>Optional/General</u> comments</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>	

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