

## Review Form 1.7

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Ms_AJEBA_99247</b>
Title of the Manuscript:	<b>Green Business/Marketing: A Journey Towards Ecofriendly And Sustainable Approaches?</b>
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.journalajebo.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)
<b>Compulsory REVISION</b> comments <b>1. Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript) <b>2. Is the title of the article suitable?</b> (If not please suggest an alternative title) <b>3. Is the abstract of the article comprehensive?</b> <b>4. Are subsections and structure of the manuscript appropriate?</b> <b>5. Do you think the manuscript is scientifically correct?</b> <b>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b> <b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b>	<b>Ok</b> <b>Fine</b> <b>Ok</b> <b>Expand discussion</b> <b>Ok</b> <b>Add below references</b> P Van Tuan, DTN Huy, ND Trung, NT Hoa. (2021). <a href="#">Marketing Strategies for Tourism and Digital Tech Applications in Tourism Industry-A Case of Och Tourism Corporation in Vietnam</a> , Design engineering 7 DTN Huy, NT Hang, NT Dung. (2021). <a href="#">Marketing Strategy based on Competitor Analysis-A Case in Vietnam Medicine Sector</a> , Revista Geintec-Gestao Inovacao E Tecnologias 11 (3), 103-111	
<b>Minor REVISION</b> comments <b>1. Is language/English quality of the article suitable for scholarly communications?</b>	ok	
<b>Optional/General</b> comments	Minor revision then can publish	

### 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)
<b>Are there ethical issues in this manuscript?</b>	(If yes, Kindly please write down the ethical issues here in details)	

### Reviewer Details:

Name:	<b>Dinh Tran Ngoc Huy</b>
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