

## Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_99247
Title of the Manuscript:	Green Business/Marketing: A Journey Towards Ecofriendly And Sustainable Approaches?
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><b>Compulsory REVISION</b> comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p><b>1. Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>The manuscript is important for the scientific community as it provides an overview of the history and practices of green and sustainable business models (GnSBMs). The paper also highlights the importance of GnSBMs in achieving sustainable economic growth and the United Nations Sustainable Development Goals.</p> <p><b>2. Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>Yes, the title of the article is suitable as it accurately reflects the focus of the paper.</p> <p><b>3. Is the abstract of the article comprehensive?</b></p> <p>Yes, the abstract of the article is comprehensive as it provides a clear overview of the importance of GnSBMs, their history, and their relevance to sustainable economic growth.</p> <p><b>4. Are subsections and structure of the manuscript appropriate?</b></p> <p>Yes, the subsections and structure of the manuscript are appropriate as they clearly organize the content and facilitate understanding of the paper's main points.</p> <p><b>5. Do you think the manuscript is scientifically correct?</b></p> <p>Based on the information provided in the manuscript, it appears to be scientifically correct.</p> <p><b>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p>The references cited in the paper appear to be sufficient and recent. However, additional references may be useful for readers who wish to delve deeper into specific topics related to GnSBMs.</p>	
<p><b>Minor REVISION</b> comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language and English quality of the article seem suitable for scholarly communications. The writing is clear and concise.</p>	
<p><b>Optional/General</b> comments</p>	<p>The Reviewer's comment suggests "minor revisions" for this article. The reviewer notes that the current version of the paper lacks a clear structure and presentation of ideas. Additionally, the literature review is not comprehensive, and many relevant studies are missing. The reviewer recommends restructuring the article to provide a clear and concise overview of the topic, followed by a comprehensive literature review. The article should also include a more detailed discussion of the different types of green and sustainable business models, their characteristics, and their applications in different industries. The reviewer also suggests incorporating more empirical evidence to support the claims made in the article. Finally, the reviewer recommends that the paper should be written in a more concise and straightforward style, with a clear focus on the main points.</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)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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**Reviewer Details:**

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