

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_99920
Title of the Manuscript:	A Decade of Visual Marketing in a Digital Environment: A Narrative Review
Type of the Article	Review 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)
Compulsory REVISION comments		
1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)	Yes, As technology has advanced, the use of visuals in marketing has expanded substantially. This is due to the fact that graphics are an important aspect of branding and storytelling and may have a substantial impact on marketing initiatives.	
2. Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
3. Is the abstract of the article comprehensive?	Yes	
4. Are subsections and structure of the manuscript appropriate?	Yes	
5. Do you think the manuscript is scientifically correct?	Yes	
6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	Yes Data analytics part could be more expanded.	
Minor REVISION comments	Yes	
1. Is language/English quality of the article suitable for scholarly communications?		
Optional/General comments		

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?	(If yes, Kindly please write down the ethical issues here in details)	

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