

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_99948
Title of the Manuscript:	A study on Brand promotion of hybrid paddy in Koderma district of Jharkhand
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.journaljemt.com/index.php/JEMT/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) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 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)	1. Based on reviewer reading, manuscript is more on market analysis rather than scientifically written. Comparison made may assist further research to be done from these findings. 2. The title is suitable 3. Suggested solutions not clearly mentioned in abstract. Should improve for better insight of overall findings 4. Subsections is appropriate. Reviewer suggest more elaboration needed. 5. Manuscript consider as business insight rather than scientifically insight. 6. Citations are not refer as needed. Only 1 citation found in introduction paragraph. More citation should be included. Reference is sufficient.	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Language appropriate and clearly define every part of components involved.	
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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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