

## Review Form 1.7

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Ms_AJEBA_98977</b>
Title of the Manuscript:	<b>Driving Customer engagement on Instagram in Present Things by EthneeQ</b>
Type of the Article	<b>Original Research Article</b>

### **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.journalajebe.com/index.php/AJEBA/editorial-policy> )

### **PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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 comments</b> <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>	<ul style="list-style-type: none"> <li>• <b>Sure. It is important</b></li> <li>• <b>Yeah, it is suitable</b></li> <li>• It seems but I am not quite sure the style of writing</li> <li>• Sure, good enough</li> <li>• Yeah, during important time</li> <li>• They are sufficient, but style of writing have to be corrected</li> <li>• With regard to keywords. As far as my knowledge is concerned keywords are derived from titles, so the author have to reconsider it</li> </ul>	
<b>Minor REVISION comments</b> <b>1. Is language/English quality of the article suitable for scholarly communications?</b>	<ul style="list-style-type: none"> <li>• Yeah, good</li> </ul>	
<b>Optional/General comments</b>	<ul style="list-style-type: none"> <li>• I am not comfortable with                             <ul style="list-style-type: none"> <li>▪ Keyword writing</li> <li>▪ Reference writing of the Author</li> </ul> </li> </ul>	

### **PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

### **Reviewer Details:**

Name:	<b>Shambel Tufa Telila</b>
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