

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_98977
Title of the Manuscript:	Driving Customer engagement on Instagram in Present Things by EthneeQ
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.journalajebo.com/index.php/AJEBA/editorial-policy>)

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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>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>This is a manuscript with practical value, and in order to enhance the quality of the manuscript, we suggest the following changes:</p> <p>Introduction -The manuscript needs additional content regarding the discussion of research gaps and research deficiencies. -Insufficient research on the use of Instagram for marketing by SMEs needs to be added.</p> <p>Methodology -In session 3.1, it is not evident how the authors applied a valid research methodology to get the research conclusions of the manuscript. -How was the qualitative analysis used in the study and what was the specific process? -How was quantitative analysis used in the study and what was the specific process?</p> <p>3.3 DATA COLLECTION METHOD The specific process of collecting data for the study needs to be described.</p> <p>3.3.1 Observation What are the conclusions obtained from the application of the observation method?</p> <p>3.3.2 Professional Dashboard What is the application of Professional Dashboard and what is the conclusion obtained?</p> <p>3.3 DATA ANALYSIS The article mentions the use of quantitative research when the method is introduced, but descriptive analysis, not quantitative research. Here is where the contradiction lies. The authors need to evaluate the methods used properly and rewrite this section.</p> <p>-Conclusion What are the shortcomings of the study What are the future directions for further research</p> <p>-Suggested Citation for the following article: Yao, Y., Wang, P., Jiang, Y., Li, Q., & Li, Y. (2022). Innovative Online learning strategies for the successful construction of student Self-awareness during the COVID-19 pandemic: Merging TAM with TPB. Journal of Innovation & Knowledge, 100252. Wei, X., & Li, Y. (2021). The effect of green economic growth on the foreign investment behaviour of heterogeneous enterprises. International Journal of Technology Management, 85(2-4), 212-229.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>		
<p>Optional/General comments</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>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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