

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_109335
Title of the Manuscript:	Role of Omni Channel Attributes and Perceived Behavioral Control in Omni Channel Selection
Type of the Article	Original Research Article

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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes, Omni channel is contemporary topic in Retail World.</p> <p>Yes, the title seems to be apt. No changes required.</p> <p>The last line may be revised, as usage of some is vague in the abstract. "Some limitations and future research directions are also discussed in the study". The subsections and structure is as per the standard required.</p> <p>Yes. Proposed model may be included for better clarity.</p> <p>Yes. However, scholar may also highlight contrary views. In the Discussion Section all the studies that are aligned with the findings are ONLY highlighted. Contrary views also need to be included, wherever applicable.</p> <p>Revisions Suggested:</p> <ol style="list-style-type: none"> Abstract last line, limitations and future directions are vague. Need to remove some and include a line. Proposed Model may be incorporated. Contrary Views also need to be mentioned in the discussion and literature review section. 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>YES</p>	
<p>Optional/General comments</p>	<p>The scholar has chosen a contemporary topic in Retail World. The paper is well structured. The following suggestions may be included.</p> <p>Revisions Suggested:</p> <ol style="list-style-type: none"> Abstract last line, limitations and future directions are vague. Need to remove some and include a line. Proposed Model may be incorporated. Contrary Views also need to be mentioned in the discussion and literature review section. 	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
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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