

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_108749
Title of the Manuscript:	The Role of Affiliate Marketing on Purchase Decision Moderated Purchase Interest on Tiktok
Type of the Article	Original Research Article

PART 1: Review Comments

	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>
<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>Author needs to present the study in a more academic manner. The results should be discussed and presented in relation to the practical or industry implications.</p> <p>Needs revision</p> <p>Abstract is too short. It doesn't solve the purpose of an effective abstract. The flow and clarity of purpose both are missing.</p> <p>The discussion needs to be better.</p> <p>yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Needs proof reading.	
<p>Optional/General comments</p>		

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>
<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>	

Review Form 1.7

Reviewer Details:

Name:	Veena Tewari
Department, University & Country	University of Technology and Applied Sciences, Oman