Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	**Ms_AJEBA_107830**
Title of the Manuscript:	**Understanding and Overcoming the Limitations to Strategy Execution in Hotels within the Small and Medium Enterprises Sector - Qualitative Pilot Study Report**
Type of the 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)*
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)**	**The manuscript is important for scientific community since it addressed Issues in the society** **Topic is suitable for the article although the research should replace the word 'within' with 'by'** **The abstract is comprehensive** **The researcher has captured all sections and structures correctly** **The abstract is scientifically correct** **The researcher has used sufficient references**	
Minor REVISION comments 1. **Is language/English quality of the article suitable for scholarly communications?**	The researcher has used quality language. The researcher should change the tense of his/her work from future to past tense.	
Optional/General comments	The work is generally good	

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?	*(If yes, Kindly please write down the ethical issues here in details)*	

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Reviewer Details:

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