

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_102827
Title of the Manuscript:	STUDY ON PROMOTIONAL STRATEGY OF SYNGENTA PRODUCT AMISTAR IN HOSHIARPUR DISTRICT OF PUNJAB
Type of the 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:

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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> <ol style="list-style-type: none"> 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. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>The abstract should redesign, and I don't see any flow in the abstract except for storytelling. The introduction needs more citations</p> <p>This paper seems to be covering a very interesting topic, investigating STUDY ON PROMOTIONAL STRATEGY OF SYNGENTA PRODUCT AMISTAR IN HOSHIARPUR DISTRICT OF PUNJAB while the topic is potentially interesting. I found this paper nearly challenging to read because the language was particularly difficult. Many sentences seemed to try to smash together 3 or 4 ideas into a single, awkward sentence that used a variety of clauses to try to link the ideas. I found myself having to reread nearly every sentence to extract meaning.</p> <p>I cannot find any acceptable introduction to why this study is necessary? What is the research question of this study and in line with the hypothesis to be drawn in the framework of current knowledge? There is a missing literature review section and empirical scrutiny in this paper. In the methodology, what protocol was adopted to collect the data and no particular sampling method? Overall the document is not well-written and organized. The results and conclusions can be appreciated and if provide valuable input for the policymakers. In this article, the figures and tables are not satisfactory. The reference list did not cover the relevant literature adequately and unbiasedly. The manuscript includes original data (sampling size), and the methods are not sufficiently documented for replication studies. The author should consider the research question and in line that why this research is significant with contemporary knowledge to contribute?</p> <p>Correct the reference, just like this some references are not according to the journal format. Please correct it.</p> <p>Conclusion is not comprehensive, needs development.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>Polish the English to avoid typos or incomplete sentences along the paper. Therefore, language needs to be edited.</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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