

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_103361
Title of the Manuscript:	EFFECT OF PRODUCT PRICING ON EQUITY RETURN OF MANUFACTURING FIRMS LISTED AT NAIROBI SECURITIES EXCHANGE IN KENYA
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:

(<https://www.journalajebe.com/index.php/AJEBA/editorial-policy>)

Review Form 1.7

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>Can be useful</p> <p>OK</p> <p>OK</p> <p>OK</p> <p>OK</p> <p>OK</p> <p>OK</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Needs improvement'- Avoid repetitions and make it crispier. For example the same idea is repeated Independent variables are the cause of the change in the dependent variable, while the dependent variable is a response influenced by an independent variable (Gerdin and Greve, 2004). Management accounting appraisal metrics are some of the independent variables of contingency theory, while equity return is the dependent variable. Dependent variables are influenced by independent variables. This study sought to examine the impact of product pricing on the equity return of listed manufacturing companies on the NSE.</p> <p>The research applied both the cross-sectional and the longitudinal research design. The justification for using the longitudinal research design was that the collected data was for more than one time period therefore the data had time series characteristics. The population of the research study included 7 listed manufacturing companies in the Nairobi securities exchange. The study collected data from year 2008 to year 2021 for the 7 listed manufacturing companies. Thus, a panel dataset of 98 firm year observation was obtained, with observation of 7 firms between years 2008 to year 2021. The study focused on listed manufacturing companies since they are consistent in reporting their annual financial statements hence the data was easily accessible. The study examined a panel data of 7 listed manufacturing firms from year 2008 to year 2021.</p>	
<p>Optional/General comments</p>	<p>Revise the manuscript accordingly after proof reading so that its value is enhanced. All the best</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>	

Review Form 1.7

Reviewer Details:

Name:	R Ramakrishnan
Department, University & Country	India