

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_115725
Title of the Manuscript:	International Markets' Segmentation, Marketing and Performance: A BCG Matrix Approach
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)
<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>However, it was written in a journalistic but not academic way. The tables used for showing off the market is just extractions from the media resources available but not as results of a quantitative analysis.</p> <p>The writing of the manuscript needs lots of revision as they need new citations, removing unnecessary content (like explanations on the country Ethiopia), statements on previous research, originality and contribution of the study. The BCG Matrix was explained in a simple way and it is not clear how the data were used to be included in the final result illustrated in Figure 3.</p> <p>The data are not up-to-date since they are for 2016-2021. The authors are recommended to include more updated data close to this year i.e. 2022 and 2023.</p> <p>After rewriting the literature review, the authors need to rewrite the discussion section based on new literature.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</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>	

Review Form 1.7

Reviewer Details:

Name:	Hamid Keshavarz
Department, University & Country	Shahid Beheshti University, Iran