

Review Form 1.7

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_114858
Title of the Manuscript:	Understanding the Marketing Efficiency in the Coconut Value Chain: Insights from Western Tamil Nadu Agricultural Landscape
Type of the Article	Manuscript

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>The manuscript is important for scientific community.</p> <p>The impact of marketing efficiency in the coconut value chain: insights from the agricultural landscape of western Tamil Nadu.</p> <p>The aim of the research and the most important results should be mentioned in the abstract.</p> <p>Subsections and structure of the manuscript appropriate.</p> <p>The manuscript is scientifically correct.</p> <p>The number of references is insufficient.</p> <p>The introduction does not contain the most important results and recommendations reached by the research.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	YES	
<p>Optional/General comments</p>	The research needs to clarify the research methodology and reduce the key words to three words. Also, there are steps to the value chain that the researcher did not clarify.	

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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