

Review Form 1.7

Journal Name:	Journal of Engineering Research and Reports
Manuscript Number:	Ms_JERR_119830
Title of the Manuscript:	Analyzing the Impact of Regret on Customer Churn: A Case Study in E-commerce
Type of the Article	A Case Study. Practice-oriented article. case studies can showcase successful strategies used in specific situations.

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>Yes, it is.</p> <p>Yes, it is.</p> <p>Yes, it is.</p> <p>There is no section dedicated to literature review, and if the researcher included previous studies within the introduction, this is not enough. It would be logical to add a section for literature review related to the topic. It would be great to explain more about the theory of customer regret in addition to customer dissatisfaction. Citing more and more recent references would add more value to the current study. Future studies are well referenced, and it is necessary to explain the limitations of the study more clearly.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>There is nothing wrong with the English language and it will be suitable for the academic and research environment.</p>	
<p>Optional/General comments</p>	<p>Distinctive research work with well-known standard analyses and patterns, and the theory of customer regret was used accurately. I strongly encourage the publication of valuable research content with minor corrections to the points I mentioned above.</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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