

**Review Form 1.7**

Journal Name:	<b>Journal of Engineering Research and Reports</b>
Manuscript Number:	<b>Ms_JERR_119830</b>
Title of the Manuscript:	<b>Analyzing the Impact of Regret on Customer Churn: A Case Study in E-commerce</b>
Type of the Article	

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p><b>Important for community.</b></p> <p><b>Please be specific with including a method in the title.</b></p> <p><b>Abstract should reflect problem statement, objectives, method, results, significant of the study</b></p> <p><b>Acceptable</b></p> <p><b>Acceptable</b></p> <p><b>Update the references by excluding old references and including recently published journal articles (2020-2024).</b></p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Minor grammar mistakes, please check by using a specific grammar checker software</p>	
<p><b>Optional/General</b> comments</p>		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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**Reviewer Details:**

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