

Review Form 3

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| Journal Name: | Archives of Current Research International |
| Manuscript Number: | Ms_ACRI_121226 |
| Title of the Manuscript: | Mapping the Landscape of Marketing Research and Future Directions: A Citation Analysis Review |
| Type of the Article | Original Research Article |

Review Form 3

PART 1: Review Comments

| Compulsory REVISION comments | Reviewer's comment | Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
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| <p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p> | <ul style="list-style-type: none"> • The study's focus on the top ten marketing journals based on the Scimago Journal and Country Rank is a strong approach to analyzing the most influential publications in the field. • The use of Scopus for data collection is appropriate, as it is a reputable database for citation analysis. • Analyzing the most cited article and the leading publishing countries and universities offers a valuable overview of the marketing research landscape. | |
| <p>Is the title of the article suitable? (If not please suggest an alternative title)</p> | <p>Yes</p> | |
| <p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p> | <p>Yes</p> | |
| <p>Are subsections and structure of the manuscript appropriate?</p> | <p>Yes</p> | |
| <p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p> | <ul style="list-style-type: none"> • The manuscript is well-structured with clear sections for the abstract, introduction, methodology, results, and conclusion. • The use of tables to present data is effective, but ensure that all tables are referenced in the text and that the data is accurately represented. • The analysis of the most cited article and the leading publishing countries and universities offers a valuable overview of the marketing research landscape. | |
| <p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> | <p>Yes</p> | |

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| <p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p> | <p>Yes</p> | |
| <p>Optional/General comments</p> | <ul style="list-style-type: none"> • Consider discussing the limitations of using only the top ten journals and the potential impact on the comprehensiveness of the analysis. • It would be beneficial to discuss the implications of these findings for both academic research and industry practices. • The manuscript could benefit from a discussion on how citation analysis can evolve to incorporate emerging trends, such as altmetrics, to provide a more holistic view of research impact. • It would be helpful to discuss how this research can inform future academic and industry collaborations in marketing. • The manuscript does not specify the time frame for publications considered, which could be critical for assessing the currency of the research. • The analysis might be biased toward English-language publications and those from countries with more significant contributions, potentially neglecting valuable research from other regions. • There is ongoing criticism of the use of citation metrics as the sole measure of research quality and impact. The manuscript could benefit from a discussion of these concerns. | |

PART 2:

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| | <p>Reviewer's comment</p> | <p>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> |
| <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> | |

Reviewer Details:

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|---|--|
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