

Review Form 3

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

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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>
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.	As topic concerned, research should be like an investigation to explore something new, whereas in current research, it feels like a balance sheet at the end of financial year. What all is produced and developed is the descriptive calculation of the facts and figure only which results the narrative of the topic not aligned to the purpose of research	
Is the title of the article suitable? (If not please suggest an alternative title)	Topic is relevant to the material collected by author	
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.	Snuffiest, no need to modify anymore.	
Are subsections and structure of the manuscript appropriate?	Try to provide with the proper heading number to make the file looks more systematics and authentic.	
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.	Nil	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	In the introduction part, no such citations provided to support the evidence from the past literature.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Observed minor mistakes in grammar, need further proofreading.	
Optional/General comments	Nil.	

PART 2:

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

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Reviewer Details:

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