

### Review Form 3

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	Ms_JEMT_127300
Title of the Manuscript:	<b>Analysis of the Influence of Perceived Enjoyment and Perceived Usefulness on Impulse Buying in Live Streaming on Online Marketplaces</b>
Type of the Article	<b>Research Paper</b>

#### **General guidelines for the Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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.	This manuscript is relevant to current trends in online shopping and consumer buying behavior. Live streaming in online marketplaces has become a trend in the future, and understanding the factors that drive impulse buying in this context can offer valuables and can help marketers and e-commerce platforms tailor their strategies to enhance user experience.	
Is the title of the article suitable? (If not please suggest an alternative title)	Title are Eligibility	
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.	Paper Are Good and Acceptable.	
Are subsections and structure of the manuscript appropriate?	Subsections and Structure are Appropriate.	
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.	This manuscript appears to be scientifically and technically for several reasons. Methodologies such as structured survey methodology, structural equation modeling (SEM) or statistical techniques to analyze the data would add to the credibility of the findings. Ensuring the validity and reliability of the data collection methods and the instruments used to measure the scientific correctness of the study.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Referencing are Good and Acceptable.	
<b>Minor</b> REVISION comments  Is the language/English quality of the article suitable for scholarly communications?	Using Language Are Acceptable.	
<b>Optional/General</b> comments	However, This Research Are Acceptable (Should be Approved) for Publication.	

**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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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