

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_127427
Title of the Manuscript:	The Synergistic Effects of Brand Ambassadors, Taglines, and Jingles on E-commerce Brand Awareness: A Case Study of Tokopedia
Type of the Article	Original Research Article

PART 1: 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. A minimum of 3-4 sentences may be required for this part.	This publication is relevant to the scientific community because it addresses a key gap in existing knowledge and enhances understanding in its subject. By offering unique discoveries, creative approaches, or detailed analyses, it lays the groundwork for future research and practical applications.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title relevant for your publication The Complementary Effects of Brand Ambassadors, Taglines, and Jingles on E-commerce Brand Awareness refer to A Case Study of Tokopedia.	
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.	The abstract is an essential component of the piece, acting as a succinct synopsis of its content. To determine whether it is thorough, it should clearly define the research topic or purpose and outline the approach employed. Summarized major results. Highlight the relevance or implications of the findings.	
Is the manuscript scientifically, correct? Please write here.	To evaluate if the paper is scientifically correct, a thorough assessment of the study methodology, data analysis, and findings interpretation is required. The following aspects need to be evaluated:	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	If important research, significant publications, or current developments are absent, include them to improve the manuscript's basis. If any references emerge. Suggest their replacement with more current and pertinent sources.	
Is the language/English quality of the article suitable for scholarly communications?	Effective academic communication requires high-quality language in the essay. grammatical or syntactical problems. To successfully communicate ideas to an academic audience, scholarly writings must use exact vocabulary and logical structure. It should be clear, concise,	
Optional/General comments	The paper covers an important research subject and offers helpful insights. However, several parts require revision in order to improve its clarity and effect. The technique part is well-documented, however further information on would improve its repeatability. Furthermore, ensuring that all references are current and relevant strengthens the manuscript's basis.	

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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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