

Review Form 1.7

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_112733
Title of the Manuscript:	Enhancing Marketing Transparency and Trust through Blockchain Technology: An Investigation into Applications, Consumer Perceptions, and Impact on Ad Fraud Reduction.
Type of the Article	Original Research Article

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PART 1: Review Comments

	Reviewer's comment	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>Compulsory REVISION comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<ol style="list-style-type: none"> Yes, the manuscript is important for the scientific community as it explores the transformative impact of blockchain technology on marketing. It provides valuable insights through a mixed-methods approach, offering practical recommendations for businesses and contributing to both academic discourse and the practical application of blockchain in marketing practices. The title is suitable as it accurately reflects the key focus and objectives of the research. But I will recommend an alternative title which is "Revolutionizing Marketing: Blockchain's Impact on Transparency, Consumer Trust, and Ad Fraud Reduction" Yes, the abstract is comprehensive. It succinctly outlines the research methodology, objectives, key findings, and recommendations, effectively conveying the study's significance and contributions. Yes, the subsections and overall structure of the manuscript appear appropriate. The document is well-organized, with clear delineation of sections such as Introduction, Problem Statement, Research Objectives, Hypotheses, Literature Review, Methodology, Findings, Recommendations, and Conclusion. The logical flow of information and the use of subsections contribute to the manuscript's readability and coherence. Based on the information provided in the manuscript, it appears scientifically correct. The research design, methodology, and findings are presented in a systematic and logical manner. The integration of quantitative and qualitative approaches enhances the robustness of the study. The references in the manuscript appear relevant, but incorporating more recent sources, especially if recent developments in blockchain technology and marketing. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<p>Yes, the language and English quality of the article are suitable for scholarly communications. The text is well-written, coherent, and follows a formal academic style. The use of terminology is appropriate for the subject matter, contributing to the clarity of communication. Overall, the language quality meets the standards expected in scholarly writing.</p>	
<p>Optional/General comments</p>	<p>The manuscript is well-structured, addressing a timely topic. The comprehensive approach and ethical considerations are commendable. Providing specific details on references and manuscript length could enhance the review process. Overall, it contributes valuable insights to academic research and practical applications in marketing.</p>	

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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>	

Reviewer Details:

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