

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_112349
Title of the Manuscript:	THE ART OF PERSUASION: ANALYZING ADVERTISING HINTS IN CLASSIC LITERARY WORKS
Type of the Article	Research Article

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

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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 could be important for those interested in the intersection of literature and marketing, offering insights that contribute to a broader understanding of historical and cultural influences on advertising practices. The scientific community may find value in the interdisciplinary approach and the potential implications for both literary studies and marketing research. Yes. The Title effectively communicates the focus of the study, which is the analysis of advertising hints within classic literature. The use of terms like "The Art of Persuasion" and "Analyzing Advertising Hints" provides a clear indication of the study's scope and purpose. Yes. The abstract provides a comprehensive overview of the article. It clearly outlines the purpose of the study, the methodology employed, key findings and the significance of the research. Yes. The subsections and structure of the manuscript appear appropriate for the type of study described in the abstract Yes. Based on the information provided in the manuscript, it appears scientifically correct. The study follows a clear structure, employs a qualitative methodology involving interviews with literature professors, presents relevant literature and discusses findings in a coherent manner. The study's conclusions align with the research questions and are supported by the data gathered through interviews. Yes. The references provided seem diverse and relevant to the study, covering classical literature, marketing and the intersection between the two. Most of the references are recent, which is good for ensuring the incorporation of up-to-date perspectives. <p>Author(s) might consider referencing studies or literature that discuss the psychological aspects of consumer behavior influenced by literary works.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<p>The language and English quality of the article are generally suitable for scholarly communication. However, there are a few suggestions to enhance clarity, coherence and academic rigor:</p> <p>Clarity and Precision: While the language is clear, some sentences could be refined for precision. For example, in the abstract, consider rephrasing "many appearance of brands" to "the appearance of numerous brands." Small adjustments like this can improve precision.</p> <p>Academic Tone: Maintain a consistent academic tone throughout the article. For instance, in the introduction, phrases like "source containing a great momentum of ideas" might be revised for a more formal tone, such as "a repository of profound ideas."</p> <p>Citations: Ensure that all statements and ideas derived from other sources are properly cited. In some instances, specific page numbers for citations would add academic rigor, especially when referring to specific works or ideas from scholars (Check the Journal Guidelines as well)</p> <p>Organization: The structure of the manuscript seems appropriate, but consider breaking down longer paragraphs into more digestible chunks to enhance readability.</p> <p>Methodology Section: Provide more details in the methodology section. Specify the number of participants, how they were selected and any criteria for inclusion or exclusion. Additionally,</p>	

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	<p>elaborate on the process of theme analysis and how themes were derived from the interviews.</p> <p>Results Presentation: In the Analysis and Discussion section, consider separating the analysis of each literary work more distinctly. This can help readers follow the discussion more effectively.</p> <p>Conclusion Section: In the conclusion, summarize the key findings concisely and restate the study's contribution to the field. Additionally, consider integrating practical and theoretical implications directly into the discussion of the results.</p> <p>Consistency in Terminology: Ensure consistency in terminology throughout the document. For instance, in the abstract, you use "hints and signals," while in the conclusion, you use "tools and hints." Consistency in terminology enhances the professionalism of the manuscript.</p> <p>Grammar and Syntax: Carefully proofread the manuscript to catch any grammatical errors or awkward syntax. This includes checking sentence structures and ensuring subject-verb agreement.</p> <p>Formatting: Ensure that the formatting adheres to the guidelines of the target journal or publication.</p> <p>Please Note: These suggestions are meant to enhance the clarity and overall quality of the manuscript. Other suggestions to be taken into consideration, as recommended by the Editor(s) of the Journal</p>	
<p>Optional/General comments</p>	<p>The interview questions in Appendix are well-crafted and align with the objectives of your study. They are clear, concise and focused on gathering insights into the portrayal of consumerism, conformity and marketing-related hints in the selected literary works.</p>	

PART 2:

	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>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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