

Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_119363
Title of the Manuscript:	Enhancing Market Fairness and Consumer Decision-Making: Integrating Circular Economy Principles and Digital Transformation in Global Consumer Protection Frameworks
Type of the Article	Policy Article

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> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. Yes, the manuscript is properly planned, delivers clear outputs, and is significant. Hence it is important for the scientific community.</p> <p>2. Yes, the title is appropriate but needs words need to be re-arranged</p> <p>3. Yes, the abstract is comprehensive and delivers the main themes, systematic literature review and output of the study.</p> <p>4. It needs some improvement. There is numbering for headings and sub-headings, which confuses the reader. It is recommended to Define New multi-level numbering to apply in the document.</p> <p>5. I agree that it is scientifically correct.</p> <p>6. Yes, it is scientifically correct.</p> <p>7. Latest references from books, articles and news etc are used and enough for this type of paper. Therefore, there is no suggestions.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1. It suits enough</p>	
<p>Optional/General comments</p>	<p>Comments with yellow highlights are incorporated in the research paper. Necessary amendments may please be made.</p> <p>There are some grammatical corrections, spacing, heading sub-heading's numbering, citations need to be improved (marked in comments in the manuscript).</p> <p>The author has mentioned in his/her research questions about consumer protection laws, effective strategies and practices, regulating AI in financial services ensuring transparency, fairness and accountability. All four questions needs to be answered in a systematic way along with countries/regions studied with main literature citations.</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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