

Review Form 1.7

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| Journal Name: | Current Journal of Applied Science and Technology |
| Manuscript Number: | Ms_CJAST_117239 |
| Title of the Manuscript: | Research on E-commerce Assisting Agriculture under the Background of Rural Revitalization: A case study of Shi Zhu Mountain Village in Wufeng County, Yichang City, China |
| Type of the Article | E-commerce |

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:

(<https://www.journalcjast.com/index.php/CJAST/editorial-policy>)

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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) |
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| <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 2. Yes 3. Yes 4. Yes, but It is possible to bold the different headings</p> <p>5. Yes, it's ok.</p> <p>6. Yes, but can add more.</p> | |
| <p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p> | <p>Nope. Actually, I think the the author could have tweaked the grammar and word problems a bit more .</p> | |
| <p>Optional/General comments</p> | <p>1. Grammar and Syntax Original Sentence: "With the implementation and development of the rural revitalization strategy most rural areas in China have gained achievement." Issue: The phrase "have gained achievement" is grammatically awkward. Correction: "With the implementation and development of the rural revitalization strategy, most rural areas in China have achieved significant progress." Punctuation Original Sentence: "By analyzing the practice of e-commerce assisting agriculture in Shi Zhu Mountain Village this paper aims to provide references for other rural areas to promote rural revitalization." Issue: Missing comma after "Village" which disrupts the flow of the sentence. Correction: "By analyzing the practice of e-commerce assisting agriculture in Shi Zhu Mountain Village, this paper aims to provide references for other rural areas to promote rural revitalization." Repetitiveness and Wordiness Original Sentence: "Shi Zhu Mountain Village has joined platforms such as Taobao, Pinduoduo, Douyin, and WeChat to sell local specialty agricultural products such as tea, cured meat, and fruit online." Issue: Repetitive structure and wordiness can be streamlined. Correction: "Shi Zhu Mountain Village sells local specialties like tea, cured meat, and fruit online via platforms including Taobao, Pinduoduo, Douyin, and WeChat." Word Choice and Clarity Original Sentence: "Precision Efforts to Extend the Industry: Combining Shi Zhu Mountain Village's 'one main three auxiliary' industrial development model which focuses on the tea industry with grain pigs high-quality honey and small fruits as the auxiliary..." Issue: Confusing structure and unclear meaning due to poor word choice and lack of commas.</p> | |

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| | <p>Correction: "Precision Efforts to Extend the Industry: Shi Zhu Mountain Village combines its 'one main, three auxiliary' industrial development model, focusing on the tea industry as the main sector, with grain, pigs, high-quality honey, and small fruits as the auxiliary sectors."</p> <p>Structural and Organizational Issues Original Sentence: "In recent years with the state's attention and support for rural areas Shi Zhu Mountain Village has also ushered in new development opportunities." Issue: The sentence lacks commas, making it hard to read and understand quickly. Correction: "In recent years, with the state's attention and support, Shi Zhu Mountain Village has ushered in new development opportunities."</p> <p>Consistency and Style Original Sentence: "A 'grain pig' subscription agreement has been established and efforts have been made to increase publicity and develop the pig industry." Issue: Inconsistent naming conventions ("grain pig" is unclear) and a missing comma. Correction: "A grain-fed pig subscription agreement has been established, along with increased efforts to publicize and develop the pig industry."</p> <p>2. Pros and weaknesses: Pros: Empirical data: The use of real-world examples, such as household income growth resulting from specific cooperative initiatives, provides credibility and substance to the analysis. POLICY IMPLICATIONS: The manuscript discusses national and local policies that support its argument, deepening understanding of how policy and practice interact in this area. Weaknesses: Lack of Comparative Analysis: The manuscript focuses only on the village of Shijushan and does not compare it to other villages. This limits the generalizability of the findings. Potential bias: There seems to be an implicit assumption that e-commerce is beneficial without sufficient consideration of possible negative impacts or failures. RESEARCH METHODOLOGY: The research methodology was not clearly outlined, making it difficult to assess the rigor of the study's empirical findings. More information on how the data was collected and analyzed would have made the manuscript more convincing.</p> | |
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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) |
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| 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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