

Review Form 1.7

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	

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>)

[Review Form 1.7](#)

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"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. Overall, this study has the potential to contribute valuable knowledge and inform both academic discourse and policy decisions regarding rural development and e-commerce integration. 2. "Seeds of Change: Cultivating Prosperity in Rural China through E-Commerce" 3. Abstract- The abstract effectively communicates the significance of exploring the role of e-commerce in agricultural development and its potential positive impacts on rural economies. However, it could benefit from a brief mention of the study's theoretical framework or conceptual underpinnings to provide readers with a better understanding of the analytical approach. Additionally, specifying the types of data analysis methods used would enhance the clarity of the research methodology. Overall, this abstract lays a strong foundation for a journal article that promises to contribute valuable insights to the fields of rural development and e-commerce. 4. Authors can use this structure and sub-sessions- <ul style="list-style-type: none"> Introduction <ul style="list-style-type: none"> • Overview of the rural revitalization strategy in China • Importance of e-commerce in rural development • Introduction to Shi Zhu Mountain Village as a case study location • Objectives of the study Literature Review <ul style="list-style-type: none"> • Background on rural revitalization strategies in China • Previous research on e-commerce and rural development • Theoretical framework: concepts of digital agriculture and rural transformation Methodology <ul style="list-style-type: none"> • Description of Shi Zhu Mountain Village and its agricultural context • Data collection methods (e.g., surveys, interviews) • Sampling techniques • Analytical approach Contextual Background of Shi Zhu Mountain Village <ul style="list-style-type: none"> • Historical overview of the village • Socioeconomic characteristics • Agricultural practices and challenges E-Commerce in Rural Agricultural Development <ul style="list-style-type: none"> • Overview of e-commerce platforms used in rural China • Role of e-commerce in addressing agricultural challenges 	

Review Form 1.7

	<ul style="list-style-type: none"> • Opportunities and barriers for e-commerce adoption in rural areas <p>Case Study: E-Commerce Initiatives in Shi Zhu Mountain Village</p> <ul style="list-style-type: none"> • Overview of e-commerce projects implemented in the village • Success stories and lessons learned • Impact on agricultural productivity, market access, and income generation <p>Community Engagement and Participation</p> <ul style="list-style-type: none"> • Involvement of local stakeholders in e-commerce initiatives • Challenges and strategies for community engagement • Importance of social capital in driving rural development <p>Policy Implications and Recommendations</p> <ul style="list-style-type: none"> • Alignment with China's rural revitalization strategy • Policy recommendations for promoting e-commerce in rural areas • Strategies for fostering sustainable agricultural development. <p>Conclusion</p> <ul style="list-style-type: none"> • Summary of key findings • Contributions to the literature • Implications for rural development policies and practices • Suggestions for future research <p>5. This article includes literature only from the Chinese context. But I suggest researchers to cite more articles in different context. Example this one- Shanmugalingam P, Shanmuganeshan A, Manorajan A, Kugathasan M, Pathirana GY " "Does e-commerce really matter on international trade of Asian countries: Evidence from panel data" " <i>PLoS ONE</i>, vol.18, Issue 4, 2023, https://doi.org/10.1371/journal.pone.0284503</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes the language is suitable</p>	
<p>Optional/General comments</p>		

PART 2:

	<p>Reviewer's comment</p>	<p>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>
<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>	

Review Form 1.7

Reviewer Details:

Name:	Geethma Pathirana
Department, University & Country	Sri Lanka Institute of Information Technology, Sri Lanka