

Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_114498
Title of the Manuscript:	Study on Learning Assurance of High-impact Teaching in Consumer Behavior Course
Type of the Article	Original Research 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. The manuscript explores learning assurance in high-impact teaching, particularly in consumer behavior education, offering valuable insights for educators and students.</p> <p>2. While the title effectively captures the study's focus, a more concise alternative could enhance clarity.</p> <p>3. The abstract succinctly summarizes the study's objectives, methods, results, and significance.</p> <p>4. The manuscript's well-organized structure facilitates easy comprehension of its progression.</p> <p>5. Employing qualitative research methods, the study rigorously investigates learning assurance, supported by empirical data analysis.</p> <p>6. Augmenting with a few additional recent references could strengthen the manuscript's relevance and credibility.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language used in the article is generally clear and formal, which is appropriate for academic writing. However, there are a few areas where improvements could enhance readability and coherence:</p> <ul style="list-style-type: none"> Long, complex sentences hinder understanding. Simplify for clarity. Use plain language. Add transitions for flow. Ensure consistency in terminology. Avoid excessive jargon. Proofread carefully for quality. 	
<p>Optional/General comments</p>	<p>The article provides a comprehensive exploration of the learning assurance in high-impact teaching, specifically focusing on consumer behavior. It effectively outlines the rationale behind high-impact teaching, examines its application in enhancing students' learning outcomes, and discusses empirical findings related to learning assurance in professional knowledge, other abilities, and life skills.</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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