

Review Form 1.7

Journal Name:	Advances in Research
Manuscript Number:	Ms_AIR_114004
Title of the Manuscript:	Need for Sustainable Green Marketing: Initiatives and Challenges in India
Type of the Article	Empirical research - Exploratory

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>	<p>The literature review is relatively poor, and the methods do not provide the scientific robustness to achieve the paper's aim.</p> <p>Sometimes it sounds like a mix between an opinion article and a pedagogical piece; sometimes, it sounds like a propaganda also.</p> <p>I would suggest authors to increase the literature review and to think how the paper can be developed with an adequate methodological structure to defend their thesis.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 		
<p>Optional/General comments</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>	<p>No ethical issues</p>

Review Form 1.7

Reviewer Details:

Name:	Fábio Albuquerque
Department, University & Country	Instituto Politécnico de Lisboa, Portugal