

Review Form 3

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_125989
Title of the Manuscript:	MARKET CONCENTRATION OF RICE MILLING INDUSTRY IN KERALA
Type of the Article	Original Research Article

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PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The research is highly important because rice is the staple food of the people of Kerala and the prices of rice is highly affected by market structure or concentration. Market concentration is the main concern of this research. But its connection with the prices of rice or any indication of it was not well discussed by the author	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	There is a need to include the findings of the research right there in the abstract in one or two statements.	
Are subsections and structure of the manuscript appropriate?	Yes. But there is a need to have more thorough discussion of each subsection. The article is too short. It is just like an abbreviated report. There is a need for more discussion as I indicated in the reviewed manuscript.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	There are issues I raised in the manuscript itself. The issue of market concentration which refers predominantly with firms but the data gathered , processed and analyzed were the market share of rice brands.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes. None	
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Yes, but there are revisions that the author has to do as I indicated in the margin of the manuscript.	
<u>Optional/General</u> comments	See the comments I indicated on the margin of the article. The data collected and analyzed as to the market share of rice brand and its conclusion as to market concentration and market structure has to be worked out.)	

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>	

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Reviewer Details:

Name:	Percival S. Gabriel
Department, University & Country	University of the East, Philippines