

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_122002
Title of the Manuscript:	The Smartphone Revolution: A Systematic Review of Its Impact on Consumer Behavior and Market Trends (2019-2024)
Type of the Article	Review 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.	Quality of paper should include more clarity like taking some data base. if author is unable to take Scopus database, he/she can take open accessed database of dimensions and other open libraries. Author need to include more explanation lack quality.	
Is the title of the article suitable? (If not please suggest an alternative title)	Title is clear and signify the clarity as per abstract.	
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.	Yes, still it needs to define the how much theory has improvised the current study and it also needed to added into section of literature review in brief as paper lacks literature review in brief.	
Are subsections and structure of the manuscript appropriate?	Author needs to extend the introduction more why explaining current problem of the study why signifying purpose of the study. Second section need to be literature review with theoretical background and construct explanation, Subsections need clarity. Third section need research methodology explaining how author process current study. In result analysis section author need to explain and add more diagrams of systematic literature in tabular form for each construct while stating period of study, top authors, top university that state such study, keywords used by author for extraction of current study. Author can take Q1 systematic paper as base to start writing. It will be helpful. Need to restructure the whole paper. Review paper is always is extensive not short.	
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.	The current review paper needs large modification as stated above.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Need to add recent references if open access paper is not available writer can cite and take help to over of study from abstract of study and cite it. For theory related paper to give direction of study author can take early paper citation.	
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Need proofreading. And Major revision.	
<u>Optional/General</u> comments	Additional suggestion for author can take any top-quality review paper and see how the direction of paper is followed and in same manner he/ she can follow for the current paper.	

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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)
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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