

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Advances in Agricultural Research</a>
Manuscript Number:	Ms_AJAAR_128476
Title of the Manuscript:	MARKETING CHANNELS AND MARKETING EFFICIENCY OF CASTOR OIL IN GUJARAT STATE
Type of the Article	

#### **General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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**PART 1: 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. A minimum of 3-4 sentences may be required for this part.	It is important since it creates knowledge about marketing channels and market efficiency using a robust methodology. The formulae that have been used arouse academic interest. The manuscript definitely contributes to the larger dimensions of research in marketing.	
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.	yes	
Is the manuscript scientifically, correct? Please write here.	Yes, The methodology is robust	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	yes	
Is the language/English quality of the article suitable for scholarly communications?	yes	
<u>Optional/General</u> comments	Recommended for publication as it is. It is simple but academically highly argumentative and contain logical continuity. The methodology also can be justified on the basis of logical connectivity from introduction to conclusion. Theoretically also the argument is sound.	

**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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