

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128722
Title of the Manuscript:	IMPACT OF MARKETING STRATEGIES ON NIGERIAN TRANSPORT OPERATIONS
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.	<ol style="list-style-type: none"> 1) Article discussed about the importance of transportation on operations. 2) The study highlights the significant impact of marketing strategies on transport operations, with a strong correlation between marketing efforts and operational outcomes 3) The research demonstrates that strategic marketing can account for 98% of operational variation within transport companies. 4) To remain competitive, transport companies should focus on expanding their online presence, utilizing content marketing, and partnering with influencers. 5) Marketing strategies are essential for meeting the evolving demands of customers and ensuring long-term success in the industry. 6) Suggested to take the opinion of customers also on the marketing strategies if possible. 	
Is the title of the article suitable? (If not please suggest an alternative title)	Article title is suitable	

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<p>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.</p>	<p>The abstract of the article is largely comprehensive, as it provides a clear overview of the study's objectives, methodology, findings, and recommendations.</p> <p>Suggestions for Improvement:</p> <p>a) Clarify the Objective: The abstract mentions that the study explores the "impact of marketing strategies on transport operations in Nigeria," but it could briefly mention the specific areas of transport operations being analyzed (e.g., customer satisfaction, operational efficiency, service delivery) to provide more focus.</p> <p>b) Findings Clarification: The finding that "98% of operational variation is attributable to strategic marketing variables" is a strong point, but it might benefit from a short explanation of what operational outcomes were most affected (e.g., customer retention, service punctuality). This would make the results more concrete.</p> <p>c) Recommendations Expansion: The abstract suggests expanding online channels and leveraging content marketing and influencer partnerships, which are useful recommendations. However, it could briefly mention how these strategies directly address the challenges identified in the study. This would tie the recommendations back to the specific issues faced by the transport company.</p> <p>d) Contextual Connection: The opening sentence states the importance of transportation to socio-economic development in developing nations but could briefly mention how marketing strategies can help overcome specific challenges in Nigeria (e.g., inadequate infrastructure, competition, customer loyalty). This would help contextualize the need for effective marketing in the Nigerian transport sector.</p>	
<p>Is the manuscript scientifically, correct? Please write here.</p>	<p>The manuscript appears scientifically sound, but there are a few areas that could be strengthened to improve clarity and scientific rigor. Below are my observations and suggestions:</p> <p>Strengths:</p> <ol style="list-style-type: none"> Clear Research Focus: The manuscript clearly identifies the research problem—how marketing strategies impact transport operations in Nigeria, particularly in the context of a private transport company in Lagos. The focus on operational outcomes such as customer engagement, brand image, and growth aligns well with marketing theory and operational management practices. Appropriate Methodology: The use of descriptive statistics and multiple linear regression is scientifically valid. These methods are commonly used in studies of this nature to quantify relationships between marketing strategies and operational outcomes. The inclusion of 181 randomly selected respondents strengthens the representativeness of the sample. Strong Statistical Findings: The reported finding that 98% of operational variation is explained by strategic marketing variables ($R = 0.986$) is a strong result, though it would benefit from further elaboration on the statistical significance and specific marketing variables being analyzed. The extremely high R-value suggests a very strong relationship, but the study should clarify whether it was statistically significant at conventional levels (e.g., $p < 0.05$). <p>Overall, the manuscript is scientifically sound, but a few enhancements are needed:</p> <ol style="list-style-type: none"> Clarification of key terms like "marketing strategies" and "operational outcomes." More detail on the statistical analysis and its implications. Caution around the interpretation of the high R-value and a more nuanced discussion of causality. Acknowledgment of the study's limitations, particularly in terms of generalizability. These improvements would ensure that the manuscript is not only scientifically correct but also clearer, more rigorous, and more applicable to a wider audience in the field of transportation and marketing research. 	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<ol style="list-style-type: none"> References are good. Need to add some more recent references (Last 5 Years) 	
<p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language of the article is generally clear and coherent. The language is functional, but it can be improved for better clarity, precision, and flow. Small adjustments in sentence structure, grammar, and consistency will make the article more polished and professional, improving its overall quality and readability for an academic audience.</p>	
<p>Optional/General comments</p>	<p>The language is functional, but it can be improved for better clarity, precision, and flow. Small adjustments in sentence structure, grammar, and consistency will make the article more polished and professional, improving its overall quality and readability for an academic audience.</p> <p>This study demonstrates strong academic rigor and practical relevance. Minor improvements in linking the literature review to the Nigerian context and exploring neutral responses in the results could elevate the overall quality.</p>	

PART 2:

	<p>Reviewer's comment</p>	<p>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>
<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>	

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