

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	

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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.	This manuscript provides a significant contribution to understanding the role of marketing strategies in the transportation sector, especially in a developing country like Nigeria. Its findings highlight the potential of strategic marketing to enhance customer acquisition, brand awareness, and operational efficiency, which are critical for socio-economic development. This research is valuable for academics and practitioners in transportation, marketing, and policy-making.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, the title is clear and adequately reflects the manuscript's focus. No changes are necessary.	
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.	The abstract effectively summarizes the study's objectives, methods, findings, and recommendations. However, it could benefit from including a brief mention of the statistical methods used (e.g., regression analysis) for added clarity.	
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically sound, with appropriate methodologies and robust data analysis. The use of multiple linear regression is well-justified and clearly presented.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are extensive and include relevant recent works. However, adding more references on digital marketing in transportation might provide additional depth.	
Is the language/English quality of the article suitable for scholarly communications?	The language is generally clear and suitable. Minor grammatical improvements are recommended to enhance readability and professionalism.	
Optional/General comments	<input type="checkbox"/> The introduction provides a solid foundation, but it could benefit from a more detailed explanation of why the specific variables were chosen for the study. <input type="checkbox"/> The methodology section is detailed, but including a table summarizing the demographic profile of respondents would improve clarity. <input type="checkbox"/> Consider elaborating on the practical implications of findings in the discussion section.	

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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