

Review Form 3

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| Journal Name: | Journal of Economics, Management and Trade |
| Manuscript Number: | Ms_JEMT_129087 |
| Title of the Manuscript: | Brand Strategy and the Effective Marketing Position of the Blind Box Industry: A Case Study of Pop Mart |
| 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 (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
|---|--|---|
| 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 article highlights the significance of brand strategy in establishing a strong market position within the blind box industry. It provides valuable insights into Pop Mart's success, emphasizing innovation, customer engagement, and emotional connections as critical marketing strategies. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | Title is fine | |
| 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 is precise and informative however some more detail could have been added. | |
| Is the manuscript scientifically, correct? Please write here. | Yes, so far, the methodology is concerned | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. | References are enough. Up to date | |
| Is the language/English quality of the article suitable for scholarly communications? | Yes | |
| Optional/General comments | The paper is case study type, hence the pattern followed the same. | |

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> | |

Reviewer Details:

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|----------------------------------|-------------------------------------|
| Name: | Afsar Ali |
| Department, University & Country | University of Kashmir, India |