

Review Form 3

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	Case study based research paper

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.	The research is focused on Blind Box strategy which is one of the well known marketing strategy. The study revealed how Pop Mart used this strategy to capture the attention through product engagement. It would have been better if the study focuses more on the sales and profit of Pop Mart and year wise sales growth etc. to get a better understanding of the strategy.	
Is the title of the article suitable? (If not please suggest an alternative title)	Suitable	
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 methodology in abstract need to be revised as it is not communicating what it needs to be.	
Is the manuscript scientifically, correct? Please write here.	The paper focused on how Pop Mart used Blind Box strategy successfully gain the customer attention. The objectives mentioned did not communicate why is it important to study Pop Mart case. The research strategy needs to focus on how the research was conducted by the researcher. Though this paper is a good attempt to understand Blind Box strategy, it is not scientifically presented.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Sufficient.	
Is the language/English quality of the article suitable for scholarly communications?	It is suggested to rewrite most of the sentences where the author was confused with the usage of tenses, especially in research strategy. A thorough review of language is to be done.	
<u>Optional/General</u> comments		

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>	

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