

Review Form 3

Journal Name:	Journal of Advances in Mathematics and Computer Science
Manuscript Number:	Ms_JAMCS_128856
Title of the Manuscript:	ANALYTICAL HIERARCHY PROCESS APPROACH FOR RANKING OF FASHION E-COMMERCE PORTALS IN INDIA - A CASE STUDY
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.	The application of AHP to prioritize various e-commerce platforms in this report is new and valuable for scientific community to learn and develop to apply in other researches.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title of article is not quite suitable. I suggest to change by a different title as " Analytical Hierarchy Process for ranking of e-commerce platforms - a case study of fashion industry in India.	
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, the abstract of the article is comprehensive enough.	
Is the manuscript scientifically, correct? Please write here.	The manuscript reflect correctly the study as in a clear logical framework .	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Parag Kulkarni, Sunita Jahirabadka, Pradi Chade (2012), E –Business, P.245-281. Oxford University press. Chaffey D., Smith Paul, E-Marketing Excellence: Planning and Optimizing Your Digital Marketing, Chartered Institute off Marketing Edition; 3, illustrated Published Butterworth-Heinemann, 2008. P.310. Chaffey, D.2010, Applying organizational capacity models to access the maturity of digital-marketing governance. Journal of Marketing Management, Vol.26, Nos.3-4, pp.187-196.	
Is the language/English quality of the article suitable for scholarly communications?	Yes, the English quality of this article is suitable for scholarly communication.	
Optional/General comments	This article is presented the application of AHP techniques to evaluate how the quality of rapid E-Commerce platforms influences customer experience in a concise and convincing manner.	

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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