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.
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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 paper will help the learners to compare the e-commerce websites on the various parameters. It also demonstrates the process of application of AHP in evaluating the subjective parameters. But as the fashion products have very wide category, it could have been done as per the category.**	
Is the title of the article suitable? (If not please suggest an alternative title)	**"A case study" can be removed as it is just a comparison between the websites through consumer responses**	
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.	**Needs a revision as it seems paraphrased from the another research paper.**	
Is the manuscript scientifically, correct? Please write here.	1) In numerical ranking, page 5, ranks 3 and 4 show same preferences 2) Demographical details of respondents are not given 3) Following points are missing in research design Sample size, Sampling technique, period of survey, online buying pattern of the respondents (to check the genuineness of their responses)	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	
Is the language/English quality of the article suitable for scholarly communications?	No	
Optional/General comments		

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?	*(If yes, Kindly please write down the ethical issues here in details)*	

Reviewer Details:

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