

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128698
Title of the Manuscript:	CONSUMER PERCEPTION AND PREFERENCE: A COMPARATIVE STUDY OF OLA AND UBER SERVICES
Type of the Article	Theory and practice

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 importance of this research can be considered that the author apply the scientific research approach and utilizes the method as well as considering the interesting topic for other researched	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, kindly	
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 needs to be modified , The researcher did not mention the followings: 1- The methodology followed in the research 2- The sample and how to choose it 3- The data collection tool 4- The most important conclusions and recommendations, in addition to suggesting future studies	
Is the manuscript scientifically, correct? Please write here.	Yes	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	I suggest to add some missing references inside the research as well as vice versa	

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<p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, it is suitable</p>	
<p>Optional/General comments</p>	<p>After reviewing the article, it showed that the author touched to an interesting and enjoyable topic. But the research needs improvements in the following aspects:</p> <p>Abstract: The researcher did not mention in the abstract</p> <p>1- The methodology followed in the research</p> <p>2- The sample and how to choose it</p> <p>3- The data collection tool</p> <p>4- The most important conclusions and recommendations, in addition to suggesting future studies</p> <p>Introduction: The problem must be presented in the introduction and supported by sources.</p> <p>Literature Review: All studies are combined together in the form of interconnected paragraphs.</p> <p>Objectives:</p> <p>1- The researcher did not set an objective regarding the influence of personal factors.</p> <p>2- Most of the goals were not achievable, the author couldn't achieve them.</p> <p>The methodology of the article is not clear.</p> <p>Sample : Why were 200 people chosen as a sample? Based on what?</p> <ul style="list-style-type: none"> - What is the benefit of the research for transportation companies? - There are references mentioned in the text but not in the list of referencess and vice versa - Were the research objectives achieved? How? The researcher did not show the most important results and those results were not explained 	

PART 2:

	<p>Reviewer's comment</p>	<p>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></p>
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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