

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Education and Social Studies</a>
Manuscript Number:	Ms_AJESS_129547
Title of the Manuscript:	<b>Research on the Cultivation of Innovative Marketing Talents in Universities under the New Quality Productivity</b>
Type of the Article	Research Article

#### **General guidelines for the Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only based on '**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**

	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. authors must write his/her feedback here)</i>
<b>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.</b>	<p>This book is crucial for the scientific and educational communities because it addresses a critical issue: the development of innovative marketing abilities in universities within the framework of new quality productivity. It's more important than ever for schools to prepare students to meet the needs of businesses that are changing quickly because of globalization, new technologies, and shifting economic paradigms. This study shows how using approaches from different fields, real ways of teaching, and incorporating technology can make marketing education more useful.</p> <p>The manuscript also fills in a gap in the study by linking the theoretical ideas of quality productivity with real-world strategies for developing talent. Its emphasis on innovative teaching approaches, such as project-based learning and industry-academic collaboration, provides a road map for institutions looking to change traditional marketing programs and cultivate a new generation of entrepreneurial and adaptable students.</p> <p>Furthermore, the analysis is relevant to policymakers since it outlines tangible strategies for aligning educational objectives with societal and industrial needs. The manuscript advances educational practices by addressing curriculum homogenization, limited teaching innovation, and insufficient practical exposure, ensuring that they prepare students for future opportunities.</p>	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	<p>The title is appropriate and effectively conveys the core focus of the manuscript. However, for better clarity and brevity, it can be revised to: "<i>Cultivating Innovative Marketing Talents in Universities: Strategies for New Quality Productivity.</i>"</p>	

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<p><b>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.</b></p>	<p>The abstract provides a solid overview of the manuscript, but it could benefit from additional details. Including specific methodologies used and key findings would strengthen the abstract's comprehensiveness. Furthermore, highlighting the practical implications of the research for university administrators and policymakers would improve its relevance. Mentioning limitations briefly could also provide a more balanced summary.</p>	
<p><b>Is the manuscript scientifically, correct? Please write here.</b></p>	<p>The manuscript has a lot of good scientific evidence and talks about an important subject in higher education and developing talent. It's based on useful theories, like combining teaching methods from different fields, using hands-on methods to learn, and introducing new ideas about quality and efficiency. These parts work well with the main goal of making education better while adapting to changing business needs. Project-based learning and digital integration, empirically proven methods for student engagement and competence development, are examined in the article. However, the paper doesn't give a clear explanation of how the research was done, which makes it hard to fully judge the reliability of its results. For example, it says that it uses literature study and teaching observations, but it doesn't say how the data were gathered, analyzed, or checked. More details regarding the process and criteria for measuring strategy performance would improve scientific dependability. Additionally, the paper could use some quantitative data or case studies to back up its claims, since it is currently only using descriptive analysis, which may make it less applicable to other situations. However, the suggestions made make sense can be put into action, and are useful in both classroom and real-life situations.</p> <p>The manuscript is correct in terms of science, but it could make its contributions to the field stronger by having a clearer approach and more supporting data. Its findings support the claims, making it a significant addition to marketing education literature on innovative talent cultivation.</p>	
<p><b>Are the references sufficient and recent? If you have suggestions for additional references, please mention them in the review form.</b></p>	<p>The manuscript includes a sufficient number of references that cover foundational theories, interdisciplinary teaching approaches, and the integration of digital tools in education. These references provide a strong theoretical background for the study and align well with the manuscript's focus on cultivating innovative marketing talents. However, the references could be strengthened by adding more recent and global studies.</p> <p><b>Recommendations:</b></p> <ul style="list-style-type: none"> <li>• Include at least 3–5 additional references to expand the manuscript's academic scope.</li> <li>• Incorporate studies focusing on global trends in marketing education, the application of artificial intelligence in talent cultivation, and the role of digital tools in education.</li> <li>• Add research on case studies or successful implementations of innovative teaching practices in marketing or related fields.</li> </ul> <p><b>Suggested References:</b></p> <ul style="list-style-type: none"> <li>• <b>Shieh, R. S. (2012).</b> The impact of Technology-Enabled Active Learning (TEAL) implementation on student learning and teachers' teaching in a high school context. <i>Computers &amp; Education</i>, 59(2), 206-214. Focus: Discusses the use of digital tools and technology in education to improve learning outcomes.</li> <li>• <b>Chen, C., &amp; Zhang, C. (2024).</b> Cultivation Path of Innovation and Entrepreneurship Personnel Training Driven by New Quality Productive Forces. <i>International Conference on Artificial Intelligence and Logistics Engineering</i>, pp. 417–426. Focus: Explores the role of innovation and entrepreneurship in higher education curricula.</li> <li>• <b>Hilton, J. (2016).</b> Open educational resources and college textbook choices: A review of research on efficacy and perceptions. <i>Educational technology research and development</i>, 64, 573-590. Focus: Highlights the benefits of open educational resources for talent cultivation.</li> </ul>	

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<p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The manuscript uses clear and formal academic language. However, there are minor grammatical inconsistencies and sentence structure issues that need refinement. A thorough language review would enhance readability and ensure alignment with scholarly communication standards.</p>	
<p><b><u>Optional/General</u></b> comments</p>	<p>The manuscript delivers a contemporary and essential study on nurturing innovative marketing abilities in universities through the lens of new quality productivity. It successfully points out the holes in the way education is done now and suggests ways to improve learning across disciplines, hands-on experience, and the ability to compete internationally in marketing education. Using cutting-edge technologies like AI and big data in the creation of lessons is especially interesting because it follows global trends and meets the needs of businesses.</p> <p>However, the work would be better with more clarity on how the methods were used. It would be more credible if the study clearly explained how the data were gathered and analyzed. Supporting the strategies with quantitative data or real-world case studies would make the manuscript more practical. In the discussion part, the analysis could be made more in-depth by comparing the results to other international or regional studies on developing talent. The ideas are extensive, but acknowledging implementation obstacles would provide a more balanced perspective.</p> <p>In general, the manuscript adds something useful to the body of research on business education and has important lessons for teachers and policymakers. It can have a bigger effect and be more useful in the field of higher education if the suggested changes are made.</p>	

**PART 2:**

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

**Reviewer Details:**

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