

Review Form 3

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_129547
Title of the Manuscript:	Research on the Cultivation of Innovative Marketing Talents in Universities under the New Quality Productivity
Type of the Article	Review

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.	This manuscript is of significant importance to the scientific community as it addresses the contemporary challenges and opportunities in cultivating innovative marketing talents within universities, especially in the context of new quality productivity. It provides a comprehensive analysis of the current state of talent cultivation, highlighting the need for interdisciplinary curriculum systems, enhanced teaching methodologies, and a focus on international competitiveness.	
Is the title of the article suitable? (If not please suggest an alternative title)	The suitable title of the article are given: 1. "Innovative Marketing Talent Development in Universities: Strategies for New Quality Productivity" 2. "Advancing Marketing Education: Cultivating Talent for the Era of New Quality Productivity" 3. "Transforming University Marketing Education for New Quality Productivity"	
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 of the article is generally comprehensive and effectively introduces the primary themes: the need for cultivating innovative marketing talents in universities, the challenges involved, and the proposed strategies for improvement. Here are some suggestions: <ul style="list-style-type: none"> Clarify the Importance of the Study Specify the Gaps Addressed Add Methodological Insights 	
Is the manuscript scientifically, correct? Please write here.	The manuscript appears to be scientifically sound, as it provides a thorough exploration of the topic of cultivating innovative marketing talents within universities under the framework of new quality productivity. Furthermore, the manuscript references recent trends such as big data, artificial intelligence, and the 4E marketing model, demonstrating a contemporary and well-researched approach. Scientific Strengths: <ul style="list-style-type: none"> Relevance to Current Trends Comprehensive Analysis Evidence-Based Approach 	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	In the new era, with the popularization of the Internet and the application of big data, enterprises have put more emphasis on 4E in marketing, that is, experience, expense, e-shop, and exhibition (Zhang Xiao, 2017). In this line to use APA style citation and other line use IEEE style citation (Many enterprises utilize big data for data storage, analysis, and mining, leading to multi-level business innovation and operation. In the era of big data, consumer profiling	

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	is a very effective tool for user mining and marketing analysis [13,14]. So, I recommend that specific one style citation to use this manuscript. The reference is not sufficient and not recent. So, I suggest that this manuscript need more update citation and reference.	
Is the language/English quality of the article suitable for scholarly communications?	Language quality is not good. So, it should be improving language quality.	
Optional/General comments	Please, identify research objective, methodology, discussion & result for this manuscript. Research objective should be discussed before literature review part. I would suggest that the author should correction font size, font name. Suggested that Font name: "Times new roman", Font size: "12", Line space: "1.5".	

PART 2:

	<u>Reviewer's comment</u>	<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>
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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