

Review Form 3

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_129045
Title of the Manuscript:	Research on the Challenges and Countermeasures of Integrated Development for Intangible Cultural Heritage Cultural and Creative Products
Type of the Article	

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 can be highly relevant to the scientific community because it explores the integration of intangible cultural heritage (ICH) with cultural and creative industries, offering insights into how traditional practices can be innovatively transformed and sustained in modern contexts. It highlights the role of e-commerce and consumer participation in preserving and revitalizing ICH, providing a framework for sustainable cultural and economic development. Additionally, it addresses key challenges such as balancing preservation with innovation and protecting intellectual property, making it a valuable resource for researchers, policymakers, and practitioners in cultural heritage and creative industries.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title could be more concise, such as: "ICH and E-Commerce: Bridging Tradition and Modernity in Cultural and Creative Products."	
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 comprehensive.	
Is the manuscript scientifically, correct? Please write here.	Yes, but the paper is predominantly descriptive, and there is no explicit reference or description of the research methodology used. It could be useful to strengthen the scientific robustness of the work by providing a specific description in this regard. For example, did it develop an unsystematic literature review? If so, what are the criteria for the inclusion and exclusion of analyzed articles? Does it use a descriptive and analytical methodology? If so, please describe. Does it use secondary sources? If so, describe which ones, etc. Does it use practical examples as an indirect methodology? Please describe.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	<p>It would be appropriate to include additional bibliographic references. Specifically, in the introduction to frame the theoretical framework, regarding the debate on cultural and creative industries (Throsby, D. (2008). The concentric circles model of the cultural industries. <i>Cultural Trends</i>, 17(3), 147-164.), on e-commerce (Section 6), and on cultural and creative goods (Shah, A., & Patel, R. (2016). E-Commerce and rural handicraft artisans (No. 2016-12-07)).</p> <p>I would also refer to Western literature, such as (Sacco, P. L., Ferilli, G., Blessi, G. T., & Nuccio, M. (2013). Culture as an engine of local development processes: System-wide cultural districts I: Theory. <i>Growth and Change</i>, 44(4), 555-570.) and (Sennett, R. (2008). <i>The Craftsman</i>. Yale University Press).</p>	

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Is the language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments	There is no reference to the issues related to generational transition in the analyzed sector, of which there is extensive literature.	

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Roberto Paladini
Department, University & Country	Ca' Foscari University of Venice, Italy