

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_79212
Title of the Manuscript:	The impact of Customer Behavior on E-business during of the covid - 19 crisis in Jordan
Type of the Article	Original Research Article

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>

Review Form 1.6

PART 1: Review Comments

	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)
Compulsory REVISION comments	<p>This study was conducted to study the impact of customer behavior on e-business in Jordan in light of the increasing spread of the virus. The statistical analysis software (SPSS) software is used by the researcher. The survey questionnaires framed by the researcher are helping the researcher in representing the data appropriately. The results showed that online purchase was acceptable and high during the Corona pandemic period despite the complete paralysis of movement Before the customer so that there is an alternative in emergency and necessary cases such as the Corona pandemic and the need to take into account the terms and behavior of the consumer when advertising, selling or promoting the commodity on electronic sales platforms. Through the foregoing according to the data analysis carried out above shows the negative impact on e-business in Jordan due to the Coronavirus (COVID-19) the negative impact created affects sales as well as the purchasing behavior of customers. The business environment in Jordan is seen as weak due to COVID-19. The challenges that retailers in the e-commerce business face is declining customer buying behavior. Also, lower buying behavior reduces bids and shipping as per the surveys carried out this will lead to the deterioration of the e-business as well as huge losses that the e-business will incur. Research questions as well as research objectives set by the researcher a greater impact has been made on the current e-business in the Jordanian market. Buy food products from food stock for this reason. And the hypothesis of the research papers he developed lies a change in food contamination. For this reason, human-to-human contact is restricted which leads to the deterioration of e-commerce sales. Thus the presented analysis supports for this reason a greater impact has been created on the existing e-business in the Jordanian market since there is a concern of the buyer that with Delivery of food products through the electronic company.</p> <p>The paper is well written and structured apart from some typo and grammatical errors. Further, I have the following observations throughout the manuscript.</p> <ol style="list-style-type: none"> 1. There is lack of figures in the manuscript, I didn't find even a single figure in the manuscript. 2. Font Size has been changed many times throughout the Manuscript. 3. Each section should be numbered like 2. Literature Review....3. Theoretical Framework etc. 4. There is need to represent the framework in the form of a Figure. 5. The literature lacks from some related studies, some of the following research work should be included <p>5.1 <u>The cloud computing adoption in higher learning institutions in Kenya: Hindering factors and recommendations for the way forward</u></p> <p>5.2 <u>Contemporary technologies and methods for cross-platform application development</u></p> <p>5.3 <u>SWOT Analysis of e-Marketing for e-Business</u></p> <p>5.4 <u>Effective Cloud Resource Utilisation in Cloud ERP Decision-Making Process for Industry 4.0 in the United States</u></p> <p>5.5 <u>Big Data Analytics on Cloud Environment: Advantages, Limitations and Issues.</u></p> <ol style="list-style-type: none"> 6. In some of the above studies, the authors have used the same approach and validated the results using ANOVA test. 7. It much be better, If the results can be compared with any of the relevant study 	
Minor REVISION comments	Major Revision	
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?	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

Review Form 1.6

Reviewer Details:

Name:	Sudipta Majumdar
Department, University & Country	ICFAI University, India