

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_81491
Title of the Manuscript:	THE EFFECT OF CAFÉ ATMOSPHERE ON GENERATION Y (MILLENNIALS) PURCHASE DECISIONS ON OASE CAFE
Type of the Article	Research

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:

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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	<ul style="list-style-type: none">The Introduction section should explicitly describe the need and novelty of the paper.Literature review lacks the research gaps of the existing methods. More comprehensive and critical review should be added into this section.The theoretical and experimental analyses of the paper are not rigorous.	
Minor REVISION comments	<ul style="list-style-type: none">The author must specify cost of implementing the proposed approach.	
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?	<i>If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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