

Review Form 1.6

Journal Name:	Asian Journal of Research in Computer Science
Manuscript Number:	Ms_AJRCOS_87347
Title of the Manuscript:	THE IMPACT, COMPARISON AND USEFULNESS OF DIGITAL MARKETING COMMUNICATIONS TOOLS ON ORGANIZATIONAL PROFIT MAXIMIZATION USING FACEBOOK
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.journalajrcos.com/index.php/AJRCOS/editorial-policy>)

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	I recommend that the author should summarize this work and be concise. The synopsis of this work will be great. This work is too lengthy and needed to be summarised to 20 or 30 pages for easy reading. It took me 3days to read unlike other journal article.	
Minor REVISION comments	The work is too lengthy about 75pages and need to be summarised to about 30pages.	
Optional/General comments	This work is 75pages. I wish there is a way to reduce the number of pages.	

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> There were NO ETHICAL issues	

Reviewer Details:

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