Review Form 1.7

Journal Name:	**Journal of Economics, Management and Trade**
Manuscript Number:	**Ms_JEMT_98855**
Title of the Manuscript:	**Research on network marketing strategy of Hongze Lake hairy Crab**
Type of the Article	

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 1. **Is the manuscript important for scientific community?** (Please write few sentences on this manuscript) 2. **Is the title of the article suitable?** (If not please suggest an alternative title) 3. **Is the abstract of the article comprehensive?** 4. **Are subsections and structure of the manuscript appropriate?** 5. **Do you think the manuscript is scientifically correct?** 6. **Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.** **(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)**	1. The manuscript addresses a relevant topic of digital marketing and e-commerce, but it needs to state the objective in a clearer and more detailed way (search is a term with a broad meaning) and review the way in which the information was collected and presented. It also lacks to insert the concepts of digital marketing, e-commerce and network marketing so that the reader can understand the results presented. 2. The title is not suitable, once the word "research" does not specify which aspect of the network marketing strategy was analyzed. I suggest the title: "Suggestions to optimize Hongze Lake hairy crab network marketing strategy" 3. The abstract needs to expose the context, the aim, the method and the results. The abstract of this manuscript exposed only the first. 4. The structure of the manuscript is not appropriate, once it do not indicate clearly the theoretical background section, the method section, the results and discussion section, and the conclusion section. There is no clear indication of the aim of the study, and if this aim was achieved. There is also no indication of the managerial implications of the study. 5. The manuscript is not scientifically correct. It shows a lot of information about Hongze Lake hairy crab products and brand e-commerce platform, but there is no clear description how data were collect and the analysis procedures. The table 1 presents three columns with the same content, with no relevant information. There is no logical sequence, since there is no clear objective to be achieved. 6. The references are insufficient. It is necessary to include literature on e-commerce concepts. I suggest the following literature: Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0.	
Minor REVISION comments 1. **Is language/English quality of the article suitable for scholarly communications?**	The language quality is suitable for scholarly communications.	
Optional/General comments	The manuscript presents relevant information about marketing efforts of Hongze Lake hairy crab network. It could bring more contributions to the scientific community if had presented a more detailed description of the data collection and analysis method, in a way to permit the replication of the study in another contexts.	

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Are there ethical issues in this manuscript?	*(If yes, Kindly please write down the ethical issues here in details)*	

Reviewer Details:

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