

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_125666
Title of the Manuscript:	Business Models in the Women’s Spa Industry in Taiwan: A Case Study of Bonjomay Spa
Type of the Article	Original Research Article

PART 1: Review Comments

Compulsory REVISION comments	Reviewer’s comment	Author’s Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	A Topic which is in vogue in today’s time – be it on the importance or the usefulness of the subject. Hence relevant in today’s timelines. However, going through the manuscript, the manuscript came across as more mechanical than explorable.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes. The title is suitable for the paper.	
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 not comprehensive. Since the topic is to study the Business models in the Women’s Spa Industry in Taiwan (Bonjomay Spa), initiation to the Business model would have certainly helped. Also, no mention of Literature Review nor citing observed. More Keywords would also have helped.	
Are subsections and structure of the manuscript appropriate?	The subsections and structure of the manuscript is OK. However, the Content page is conspicuous by its absence. Source of the data in the lone table needs to be quoted.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	This paper is placed as a case study. Hence correctness is expected to be foregone one. Though section 3 (Research Design) mentions a ‘unscoped’ Interview with the founder of Bonjomay Spa, no ‘Questionnaire’ was made available for review. Also, the study is mentioned to be carried out as a Qualitative one. More features of Qualitative research was desired.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Though most references are OK, references as old as 1998 may be avoided. Also since the paper is a qualitative research paper, the researcher could have referred to more than the 13 papers cited.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Majorly OK. But running the paper past a proper ‘grammar & sentence’ check software would have helped.	
Optional/General comments		

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

Reviewer Details:

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