

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEB_A_85166
Title of the Manuscript:	<del>Research on the Development Strategy of Agricultural Products Live E-Commerce</del> change into: <a href="#">Research on the Development Countermeasures of "Agricultural Products + Live Broadcast" E-commerce Model</a>
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.journalajeba.com/index.php/AJEB/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)
<b>Compulsory</b> REVISION comments	The paper is elegant and introduced new concept on agricultural products live E-Commerce. In order to accept the paper, the title should be amended as Strategy of Agricultural Products Live E-Commerce. The problem that the author try to address should be explained properly. The advantage and disadvantage of applying E-commerce on agricultural products should be stated.	According to the revised opinions of the judges, it was decided to revise the title to: "Research on the Development Countermeasures of "Agricultural Products + Live Broadcast" E-commerce Model
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments	The paper is elegant but should state how farmer could acquire knowledge of E-commerce to sale their product directly to consumers.	According to the comments of the judges, the following subsections have been added to this article. 1. The rise of "agricultural products + live broadcast" e-commerce model 2. Characteristics of "agricultural products + live broadcast" e-commerce model 3. The chain effect of "agricultural products + live broadcast" e-commerce model 4. The advantages and dilemmas of the "agricultural products + live broadcast" e-commerce model have been revised and added, including: how farmers could acquire knowledge of E-commerce to sell their product directly to consumers.

### 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)	