

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_85166
Title of the Manuscript:	Research on the Development Strategy of Agricultural Products Live E-Commerce change into: Research on the Development Countermeasures of "Agricultural Products + Live Broadcast" E-commerce Model
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.journalajebo.com/index.php/AJEBA/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	The author has well conceptualized the issues of the agriculture products and discussed them in a logical sequence. His discussions are very practical. Though the paper is theoretical, still it needs to discuss the statement of the problem, Objectives of the study etc. to get more weightage to the paper. His discussions on the countermeasures to promote the development of agricultural products Live E-Commerce both at micro and macro level are acceptable. His suggestions for building an ecosystem Agricultural Products Live E-Commerce requires threadbare discussions to make it viable. A diagrammatic approach would have been appropriate for the suggested mechanism.	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
Minor REVISION comments	The author may incorporate the suggestions.	ok, I have accepted
Optional/General comments	The author has discussed a genuine issue in the paper. He may consider complying with other observations made in the paper. The decision of the editor is final in all respects	According to the opinions of the judges, the content of the paper has been comprehensively revised and discussed

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)	