

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_77762
Title of the Manuscript:	The Impact of Digital Marketing Tools on Financial Performance: A Study of Sri Lankan Listed Hotels
Type of the 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:

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**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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		
<b>Minor</b> REVISION comments	<p>I would like to first congratulate the author(s) for the submission            There are numerous strengths in this study, including the topic of digital platforms and their application to tourism, and adapting Maina (2017)'s study to another industry. The hypotheses were validated with highly reliable consistency and significant positive correlation.            However, I would like to draw attention to a few details:</p> <p>1- The hypotheses were only and only, about financial effects, however, right in the abstract it mentions that the findings of this paper will be useful for non-financial results as well.</p> <p>2-Taking into account that the sample were only hotels in Sri Lanka it was important to have an application made with another reality to be able to compare results. The study is limited</p> <p>3- Although the sample covers all the hotels listed in Colombo Stock Exchange, this study population is small</p> <p>4-The literature review is well divided, in my opinion, it could have a point directed to the consumer's behaviour. I also alert for the fact that sometimes refer in the literature review, which are recent dates but that exceed the 10 years in a theme in constant evolution</p> <p>5- The fact that only used the return on equity to quantify the financial performance as a matter of convenience, from the point of view of robustness of results is not the most recommended.</p> <p>6- The hypotheses put forward despite answering the proposed are very simple.</p> <p>7- The questionnaire used for marketing managers but does not mention anything about it</p> <p>In the conclusions they state that digital marketing in sri lanka is still limited due to lack of knowledge, but the hypotheses do not assess this issue. They do not talk about the non-financial conclusions</p>	
<b>Optional/General</b> comments		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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