

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
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:

(<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)
<u>Compulsory</u> 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.	
<u>Minor</u> REVISION comments	The author may incorporate the suggestions.	
<u>Optional/General</u> 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	

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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