



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_42373
Title of the Manuscript:	An assessment of online fish trade in Ernakulam, Kerala
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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

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	Recast topic: "Assessment of Online fish Marketing in Ernakulam District, India" . Results and discussion – it lacks references, update.	
Minor REVISION comments	Results and Conclusion Line 114 - Digital marketing is a new and..... remove 'AS WE ALL KNOW' Line 115 - firms/outlets were recently established between 2012 – 2016. Line 122 - all seventeen outlets selected for the study was found to trade fish species in Table 1.	
Optional/General comments	The manuscript in general should be well constructed in English, I suggest an English editor or someone who is vast in the language. If the microsoft word version can be sent I will do that job. Thank you	

Reviewer Details:

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