



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	Dear author(S), Good day. This is an interesting article and the writing is so easy to understand. However, the article can be enhanced based on my suggestions as follows: 1. The problem statement should be strengthen based on previous literature. 2. The literature review is generally poor and try add some recent literature about the study subject. 3. The methodology is okay but need some information on the samples of study, justification of research design and reliability and validity issues. 4. The results are just fine and less critical. 5. The conclusion should explain the implications of study, for instance to academia, policy and society. Good luck!	
Minor REVISION comments		
Optional/General comments		

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