



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_42341
Title of the Manuscript:	Determinants of utility of Short Messaging Services (SMS) by Farmers of Tamil Nadu for Agricultural Technology Transfer
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>)



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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 topic is interesting and brings good contributions. Abstract: It should be shorter with more focus on the problem, the methods, the key findings, and the area of the study. In addition, repetitions should be avoided. The rational of the study This section should be renamed. For example, Introduction or background etc.. The idea is to narrow the topic ideas and bring more focus and explanations on why theoretically this study important and why they are doing this research. Where is your Literature review? Discussion on previous research on the key concept of the study is a key for this paper. Prior authors studies should be summarised with a focus on the topic and its themes. A table of summary for these studies could be an advantage. Methodology There are good efforts to show the methodology. I expected to see much better steps and academic evidence in your methods. You have good details but more technical style is followed. Sufficient details of the methods/process should be provided so that another researcher is able to reproduce the experiments described. Demographic description for the respondents should be in a table. Sampling, data collection, constructs (questions sources), data analysis, and validity and reliability should be shown in the method section. The context of the study should be clarified. The authors should add description for the industry with some numbers and details. Results and Discussions The result and discussion should be with better academic concepts and avoiding technical ways. The results are there, however, they should be with more details and support. For example a conceptual model can be provided at the beginning with support from previous research then discussion can be started. It is not clear for me what is the theoretical contributions and also the managerial contributions. What is new in this research and how the authors provide a new research. Language, style and references More efforts can be done alongside the paper for better readability and English use. You need to include more new articles. The number of articles and academic references that are used should be more to bring good contribution to knowledge.	Abstract The abstract has been refined and shortened. Problem focus was given, repetitions were deleted and key findings were highlighted The rationale of the study has been changed as "Introduction" The importance of the study has been enunciated between lines 67-71 and 85-89 An exclusive section on literature review has been added wherein prior studies were summarised and a table has been given to elucidate the review. 1. More clarity on sampling was given by furnishing the details of proportionate random sampling method and its formula 2. Reliability and validity measurement details were given 3. Additional information on Data collection, data analysis were given 4. Demographic description was given in a table 5. The context has been explained in the beginning of sampling procedure. The supporting information for numerical data collected from field has been given and indicated in yellow colour in the text. A conceptual model has been included at the end of methodology This research is basically exploring the factors governing utility of SMS by farmers. Hence this research will serve as a basis for future research endeavours aiming at unravelling each and every factor This research would contribute to the diffusion research through indication of group of factors which will facilitate diffusion of SMS as tool for technology delivery. Newness of the research could be substantiated by the following points. 1. There were papers on factors influencing ICT usage but the literature on factors influencing farmers to use specifically 'Short Messaging Services' was hard to be traced. 2. Not only exploration but meaningful grouping of factors which will help the organisations entrusted with the task of creation and sending of SMS to farmers. Efforts were taken to carefully edit the paper in terms of correcting grammatical errors, ambiguities in the paper More number of appropriate references were added as suggested by the reviewer
Minor REVISION comments		
Optional/General comments		