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| Book Name: | **Contemporary Issues in Business and Management** |
| Manuscript Number: | **Ms\_BPR\_3337.2** |
| Title of the Manuscript: | **ONLINE SHOPPING BEHAVIOURS IN AN EMERGING ECONOMY** |
| Type of the Article | **Book Chapter** |

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| PART 1: Review Comments | | |
| Compulsory REVISION comments | Reviewer’s comment | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.** | **The topic is of concern because the internet has become an important and inseparable part of life. It is still making headlines in parts of the developing world. The manuscript can have a long-term value as a research reference or as a description of practice.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **ONLINE SHOPPING BEHAVIOURS IN AN EMERGING ECONOMY OF EASTERN CAPE, SOUTH AFRICA** |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | **Overall OK**  **The abstract highlights key content areas including methods of research, research purpose, the relevance or importance of the work, and the main outcomes** |  |
| **Are subsections and structure of the manuscript appropriate?** | **This paper has appropriate sections/contents which describe relevant expressions and knowledge.**  **In general, the paper is formatted and presented well.** |  |
| **Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.** | **The technical information presented in the paper is interesting and will be useful to researchers and practitioners. The author describes the technical concepts in simple and easy-to-understand language. This manuscript has a significant contribution to the knowledge and understanding of the field concerned.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **The references are up-to-date from authoritative sources** |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | **The English quality of the article is acceptable for scholarly communications** |  |
| Optional/General comments |  |  |

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| **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)* |  |

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| **Reviewer Details:** | |
| Name: | **Ainon Ramli** |
| Department, University & Country | **Universiti Malaysia, Malaysia** |