|  |  |
| --- | --- |
|  | |
| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4207** |
| Title of the Manuscript: | **Effects of Modern Media Towards Preservation of African Moral Values and Economic Development in Ghana** |
| Type of the Article | **Book Chapter** |

|  |  |  |
| --- | --- | --- |
| PART 1: 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. A minimum of 3-4 sentences may be required for this part.** | **Good level of English.**  **Flow of ideas are fine.**  **Descriptions are consistent.**  **Approach to media and its influence on culture is quite sound.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Yes, the title is ok.** |  |
| 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. | **Abstract is well written. All necessary information is provided.** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **As it is a descriptive paper, no inconsistency is found in the results.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **References stand up to the level of a suitable book chapter.** |  |
| Is the language/English quality of the article suitable for scholarly communications? | English language is very good. |  |
| Optional/General comments |  |  |

|  |  |  |
| --- | --- | --- |
| **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:** | |
| Name: | **N K Betchoo** |
| Department, University & Country | **Republic of Mauritius** |