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| Book Name: | [**Current Progress in Arts and Social Studies Research**](https://www.bookpi.org/bookstore/product/current-progress-in-arts-and-social-studies-research-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4425** |
| Title of the Manuscript: | **Transforming Online Retail: The Impact of Augmented and Virtual Reality on Consumer Engagement and Experience in E-Commerce** |
| Type of the Article | **Book Chapter** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | 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 minimumof 3-4 sentences may be required for this part.** | This manuscript explores how augmented and virtual reality are revolutionizing online retail by enhancing consumer engagement and providing immersive shopping experiences. It highlights the transformative potential of these technologies in improving customer satisfaction, driving sales, and shaping the future of e-commerce. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **The title is appropriate and its enhance theneed of online retailing and customer engagement and experience in E-Commerce.** |  |
| 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. | **The abstract of the paper need few modification. The researcher should remove the points which is highlighted in the abstract and use standard format with simplified sentence along with few more key words in the abstract.** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **Its tells the objective and need of E-Commerce in retailing and its impact on customers engagement and experience. If the theoretical aspects and more elobaration in research methodology was given it would enhanced more attention to paper.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **The scholar can be added few more reference to the current year of 2024 if there was any related articles on the e-commerce in retailing sector and connecting to the topic.** |  |
| Is the language/English quality of the article suitable for scholarly communications? | The language used in the research paper can be improved by using a standard research format with simplified sentence and reduce the theorital background of the study and given elobarated version on research methodology and conclusion. He can rework if possible little to get more attention for the paper. |  |
| Optional/Generalcomments | We can accept the paper with little modification in abstract , language in standard format. |  |

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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: | **Lakshman K** |
| Department, University & Country | **School of Mangement, JAIN (Deemed to be University), India** |