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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.** | **Excellent writing style** **Well explained literature****Well explained methodology** |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Title is suitable** |  |
| 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 ok** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **Manuscript is correct**  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | **References is sufficient** |  |
| Is the language/English quality of the article suitable for scholarly communications? | Language quality of article is suitable |  |
| Optional/Generalcomments |  |  |

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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: | **Muhammad Saad Ullah** |
| Department, University & Country | **Pir Mehr Ali Shah Arid Agriculture University, Pakistan** |