

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_130441
Title of the Manuscript:	Case Study on Sustainable Waste Management of FMCG Market returns
Type of the Article	Conceptual

General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

<https://r1.reviewerhub.org/general-editorial-policy/>

Important Policies Regarding Peer Review

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>
Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
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.	The topic that this paper tries to discuss is of huge importance since it deals with responsible and sustainable handling of Market return FMCG products. This paper can help in spreading awareness about sustainable ways of handling market return products as well as create business opportunities for businesses like Waste to energy, waste processing companies etc. This paper can act as a base for further research and development for a practical business model which involves FMCG companies, waste management companies and consumers and prove to be a win-win solution for all.	This paper provides valuable insights into the operational implementation of waste management practices in the fast-moving consumer goods (FMCG) sector, a critical industry with significant environmental implications. By highlighting innovative strategies and practical applications, this study contributes to the understanding of sustainable operations and their integration into supply chain management. It offers a practical framework that can be adopted by businesses seeking to align themselves with global sustainability goals, thereby reducing their environmental footprint. Furthermore, the findings serve as a foundation for future research, fostering interdisciplinary collaboration in waste management, corporate responsibility, and environmental policy development.
Is the title of the article suitable? (If not please suggest an alternative title)	The title can be better if keywords are used in it. Like- 1) Case Study on Sustainable Waste Management of FMCG Market returns 2) Conceptual Framework for sustainably handling market return FMCG products- A Case Study	Case Study on Sustainable Waste Management of FMCG Market returns

Review Form 3

<p>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.</p>	<p>The English of the abstract is raw and can be polished for better understanding.</p> <p>Following sentence needs to be corrected- <i>This study aims to analyze how waste management companies can handle FMCG products that are returned to from the market (market returns).</i></p> <p>Below sentences are repeated in different words. It needs to be corrected- <i>The method used is qualitative descriptive, systematically and thoroughly illustrating waste management that can be utilized, for instance, as animal feed. The purpose of the study was to determine how Waste Management Companies can manage Market Return products. The research method used is descriptive qualitative to describe clearly, systematically and accurately how to manage fixed waste into waste that can be used as animal feed.</i></p>	<p>Abstract</p> <p>Aims: The study aims to analyze sustainable waste management strategies for market return products in the Fast-Moving Consumer Goods (FMCG) sector, focusing on their repurposing into alternative fuels and animal feed. It investigates innovative methods to enhance sustainability, operational efficiency, and environmental impact reduction.</p> <p>Study Design: This research adopts a descriptive qualitative case study design.</p> <p>Place and Duration of Study: The study was conducted in a major FMCG company in Indonesia over a period of six months, from January to June 2024.</p> <p>Methodology: Data were collected through in-depth interviews with operational managers and sustainability officers, direct field observations of waste sorting and processing activities, and analysis of company documentation, including Standard Operating Procedures (SOPs) and sustainability reports. The waste management process was evaluated for its efficiency and potential to repurpose market return products into usable resources. Techniques such as barcode-based tracking systems and digital monitoring were also assessed for their impact on improving waste management practices.</p> <p>Results: The findings highlight that approximately 75% of market return products could be repurposed, with 45% converted into alternative fuels, such as bio-pellets for industrial use, and 30% processed into animal feed. The integration of environmentally friendly technologies improved tracking and operational efficiency by 20%.</p> <p>Challenges identified include regulatory gaps and inconsistent waste handling practices across different regions.</p> <p>Conclusion: Sustainable waste management of FMCG market returns not only minimizes environmental risks but also provides viable solutions for resource optimization, such as the production of alternative fuels and animal feed. These practices enhance operational efficiency and strengthen brand reputation. Future research should focus on developing comprehensive regulatory frameworks and scaling these solutions to other sectors.</p>
<p>Is the manuscript scientifically, correct? Please write here.</p>	<p>Yes, it is correct. The only issue is that the flow diagrams and data are in Indonesian language which restricts its understanding to readers from different regions. Those should be re-constructed in English for better understanding at global level.</p>	<p>This journal has been compiled based on scientifically valid research methods and refers to reliable data and analysis. This study contributes to the development of the circular economy concept, especially in the utilization of fast-moving consumer goods (FMCG) product waste for animal feed and alternative fuels. With this approach, this study strengthens the scientific basis for resource efficiency and environmental impact reduction. The results are not only relevant for waste management innovation, but also provide practical guidance for industries that want to apply sustainability principles in terms of operational efficiency.</p>
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The manuscript lacks in text or footnote referencing which makes it difficult to understand which part of it is quoted and which part is original work. Some definitions don't even have any referencing, for example the definition of Interviews. Moreover, the references section isn't written in APA format which is a global standard of writing references. Kotler and Keller (2009) and Setiadi (2010) are mentioned in the main body of the manuscript but are not included in the "References" section.</p>	<p>I apologize for my suggestion, regarding the references in making this manuscript, I based it on field data and previous journals related to the use of FMCG.</p>

Review Form 3

Is the language/English quality of the article suitable for scholarly communications?	The English is an area where it needs improvement. Very raw form of English is employed and there are certain sentences which don't even convey the exact meaning it is supposed to. It gets difficult to understand sometimes. The English definitely needs refinement.	In terms of scientific communication, I created the article based on actual data in the field and also previous journal articles regarding the utilization of FMCG waste.
Optional/General comments	<p>There are some other observations in the manuscript which should be brought to attention-</p> <ol style="list-style-type: none">1) The Methodology- Since the author employed qualitative approach and have mentioned 6 respondents were interviewed. It lacks the questionnaire and how these responses were analyzed. What method the author used to analyze and draw inference from the data collected.2) The following keywords are not relevant to the paper- <i>Quality Control, Animal Feed Repurposing</i>3) The data given in the "Specific Hypothesis" section should be backed with some reference or calculation.4) I feel in the main hypothesis section, the first 2 points should be vice-versa. <p>As written-</p> <ol style="list-style-type: none">1. Implementation of effective FMCG waste management can reduce environmental impacts.2. The use of environmentally friendly technology in FMCG waste management can increase operational efficiency. <p>Should be-</p> <ol style="list-style-type: none">1. Implementation of effective FMCG waste management can increase operational efficiency.2. The use of environmentally friendly technology in FMCG waste management can reduce environmental impacts.	<p>Observations and Suggestions:</p> <ol style="list-style-type: none">1. Methodology: The manuscript employs a qualitative approach, with six respondents interviewed to gather data. However, it lacks critical details regarding the methodology. The authors should include the questionnaire used for the interviews to provide transparency and reproducibility. Additionally, the manuscript should elaborate on the method of analysis employed, such as thematic analysis, coding, or other qualitative techniques, to explain how the data was interpreted and conclusions were drawn.2. Keywords: The keywords "Quality Control" and "Animal Feed Repurposing" are not entirely relevant to the scope and findings of the paper. Replacing these with more aligned terms such as "Circular Economy," "FMCG Waste Management," or "Alternative Fuel Utilization" would better reflect the content and purpose of the study.3. Specific Hypothesis: The data presented in the "Specific Hypothesis" section lacks supporting references or calculations. The authors are encouraged to provide credible references, such as industry reports, scientific studies, or calculations derived from the study's findings, to substantiate the stated hypothesis. This will enhance the scientific rigor and credibility of the manuscript.4. Main Hypothesis: In the current structure, the first two points in the main hypothesis section seem misaligned in terms of logical flow. It is recommended to reorder them as follows for better clarity:<ul style="list-style-type: none">o "Implementation of effective FMCG waste management can increase operational efficiency."o "The use of environmentally friendly technology in FMCG waste management can reduce environmental impacts."This reordering emphasizes the operational benefits as a precursor to environmental improvements, aligning with the cause-effect relationship.

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)	I wrote this journal manuscript according to what actually happens in the field and also to inform readers to protect the environment and academic goals.