

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_130441
Title of the Manuscript:	Case Study of Operational Implementation of Fast Moving Consumer Goods Product Waste Management
Type of the Article	Research article

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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 study addresses an increasingly important topic: waste management in the Fast-Moving Consumer Goods (FMCG) sector. Given the high volume of consumer products and the growing emphasis on sustainability and corporate social responsibility (CSR), FMCG companies need to adopt effective waste management strategies. The paper's focus on market returns and converting waste into animal feed or other repurposed materials is relevant, especially in light of global environmental concerns.	
Is the title of the article suitable? (If not please suggest an alternative title)	Title is suitable, but it can be more specific relating to the case study.	
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.	Can include the specific case study adopted.	
Is the manuscript scientifically, correct? Please write here.	The methodology is well-suited for the topic as it provides insights into the real-world operationalization of waste management strategies. Interviews with operational managers provide practical insights into the challenges and solutions companies face in managing market returns.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References are less, it is confined to seven	
Is the language/English quality of the article suitable for scholarly communications?	Yes, it meets the requirement.	
Optional/General comments	The literature review could have delved deeper into the existing challenges in waste management specifically for FMCG products, particularly in emerging markets. Additionally, while product innovation is mentioned, the paper doesn't fully elaborate on how innovation could contribute to waste management practices	

PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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