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| Journal Name: | [**Asian Journal of Research in Computer Science**](https://journalajrcos.com/index.php/AJRCOS) |
| Manuscript Number: | **Ms\_AJRCOS\_132037** |
| Title of the Manuscript: | **Emerging Trends in E-Commerce: A Review of Consumer Behavior, Marketplaces and Digital Platforms** |
| Type of the Article | **Review Article** |

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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 minimum of 3-4 sentences may be required for this part.** | This manuscript is important for the scientific community because it synthesizes emerging trends in e-commerce and examines how technological innovations (such as artificial intelligence and big data analytics) are transforming consumer behavior and business models. Although the manuscript has some issues in language fluidity and reference formatting, its comprehensive review of recent studies and inclusion of actionable recommendations provide a useful foundation for future research. Its multidisciplinary approach, which touches on technology and market dynamics, offers valuable insights for both academics and practitioners looking to understand the evolving landscape of digital commerce. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title is suitable and properly captures the main areas discussed in the paper. |  |
| 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 is largely comprehensive, as it covers key themes in e-commerce. However, a few minor adjustments could further enhance its clarity and completeness. For example, although the abstract mentions that a literature review was used, explicitly stating this as the primary methodology would help readers understand the basis for the conclusions. Additionally, including a brief note on potential limitations or outlining specific future research directions could further strengthen the abstract. |  |
| Is the manuscript scientifically, correct? Please write here. | The manuscript is scientifically correct in that it provides a comprehensive review of emerging trends in e-commerce. It successfully synthesizes findings from various studies to support its arguments. However, while the scientific foundation is sound, the manuscript would benefit from improvements in clarity, narrative flow, and consistent referencing to enhance the overall presentation of its findings. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references included in the manuscript are generally relevant and sufficiently recent for the scope of this paper. However, there are some formatting issues and occasional lack of clarity in citation, which should be addressed to ensure consistency and professionalism in the reference list. |  |
| Is the language/English quality of the article suitable for scholarly communications? | Regarding the language and English quality of the article, the text sometimes lacks fluidity in connecting phrases. For instance, on page 4 in section 3 (Literature Review), the manuscript states: “Chen and Yang (2023), showed that influencer marketing’s role in direct selling e-commerce was evaluated by Yang and Chen, respecting Mistrust in an influencer is enough reason to pull the consumer away from making the purchase.” The presentation of the findings from Yang (2023) are phrased in an awkward and unclear way. Another example from the same page is: “Gazi et al. (2024), addressed that Bangladesh saw a vast surge in online shoppers, and medical restrictions were to blame according to the research of Gazi et al. The speedy adjustment.” The in-text references are not conformed to APA style standards (Author, Year) and the connection that shows how one author’s findings influenced another could be formulated more fluidly. At times, the information is presented in an overly mechanical manner. A more narrative approach that clearly connects how different authors have contributed to the e-commerce field would improve the overall readability. |  |
| Optional/General comments | To improve the quality and clarity of the manuscript, the author might consider the following observations:  1. At the beginning of page 2 (Introduction section), the author makes a reference to someone, stating: “According to , e-commerce has expanded” However, there is no mention of who is being referenced.  2. There are also some concepts that could be explained in greater depth for readers who are not familiar with how the technology works. For example, consider the following passage: “The basis of “data-driven decision making” includes big data and analytics that support decision making. Companies use the information to study customer behavior to predict demand and improve marketing strategy. In practice, the insights will lead to better operational capacity, reduced waste, and a better customer experience”. This explanation does not clearly articulate how these processes operate in practice.  3. On page 10, in section 5 (Extracted Statistics), the author does not indicate the source from which the figures (1, 2, 3, 4) were collected. It is necessary to include a source below each figure (for example: “Source: created by the author” or “Source: Retrieved from website.com”). Additionally, figures 1 and 2 are placed consecutively without proper captions above and below, and the same issue applies to figures 3 and 4. Each figure should have a proper introduction and a subsequent explanation of the data presented. Furthermore, before the conclusion of the section, the author could include a brief explanation on how the results presented in the four figures are interconnected.  4. Some references are not formatted correctly according to APA style. For example:  “H. Zhang and Y. Lin, "A Review of Chinese E-Commerce Research: 2001–2020," Journal of Electronic Commerce Research, vol. 23, no. 1, pp. 1–16, 2022.” or “S. K. Gupta, "Consumer Buying Behaviour Trends of E-Commerce in India: A Case Study," Indian Journal of Marketing Research, vol. 12, no. 4, pp. 45–60, 2022.”  The publication years and formatting details are not correctly presented. The author should carefully review and revise the entire reference list to meet the APA standards, considering that a proper citation style strengthens the professionalism and credibility of the manuscript.  5. On page 13, in the section “Recommendations,” while the summary effectively highlights key findings of the paper, it would benefit from being presented in a more cohesive and narrative form. The section is structured as a list of bullet points, which, although clear, lacks fluid connections between the various recommendations. A more integrated approach would help illustrate how these elements (such as privacy and data security, algorithmic bias, infrastructure challenges) collectively shape and influence the development of e-commerce. Establishing clearer links between these factors would provide a more holistic perspective on the future directions of the industry.  6. The conclusion section summarizes important trends and challenges but doesn’t fully synthesize these insights into a broader discussion. It falls short on connecting the observations into a comprehensive analysis of their collective impact on e-commerce’s future growth and adaptation. Expanding this section to explore these interdependencies would strengthen the paper’s analytical depth and provide a more nuanced reflection on the industry’s evolving landscape. |  |

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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)* |  |

**Reviewer details:**

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