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| Journal Name: | [**Asian Journal of Research in Computer Science**](https://journalajrcos.com/index.php/AJRCOS) |
| Manuscript Number: | **Ms\_AJRCOS\_133706** |
| Title of the Manuscript:  | **Web Technology and Cloud Computing in Enterprise System: the Role of AI for Digital Marketing** |
| Type of the 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** (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.** |  |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | Alternative Titles “ Role of AI in Web Technology and Cloud Computing in Enterprise System” / “A study of Web Technology and Cloud Computing in Enterprise System with reference to Digital Marketing” |  |
| 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 needs revision as there are use of complex terms  |  |
| Is the manuscript scientifically, correct? Please write here. | Requires use of scientific tests/ statistical tests to prove the hypothesis |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | References requires updation as it is leading to referencing of the data which is irrelevant  |  |
| Is the language/English quality of the article suitable for scholarly communications? | Requires updation, Grammatical mistakes and use of complex sentences making the context difficult to understand  |  |
| Optional/General comments | 1. Labelling of figures with the relevant data as the figures/ pie charts are just without data.
2. Unable to identify the scale or measurement for it.
3. Use of numbers after each sentence - should be deleted
4. Numbering in literature review, and editing of literatures not associated with paper
5. Image source should be mentioned with URL
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| **PART 2:**  |
|  | Reviewer’s comment | **Author’s Feedback** (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 detail)* |  |

**Reviewer Details:**

**Kritika Prakash, Institute for Excellence in Higher Education, Bhopal**