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| Journal Name: | [**Asian Journal of Education and Social Studies**](https://journalajess.com/index.php/AJESS) |
| Manuscript Number: | **Ms\_AJESS\_143322** |
| Title of the Manuscript: | **Why take BS Industrial Technology?: Exploring career choice factors among freshmen of a state university’s external campus** |
| Type of the Article |  |

**PART 1: Comments**

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|  | **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.** | **This manuscript contributes to the scientific**  **community by deepening the understanding of career choice factors among BS Industrial Technology freshmen, a field that remains underexplored compared to other academic disciplines. The study provides context- specific insights from a state university’s external campus, offering valuable data from a developing country perspective that can inform both local and global discussions on student motivation and educational**  **pathways. By applying thematic analysis and connecting the findings to career guidance practices, the research bridges theory with practical application in higher education. Ultimately, this work helps enrich the literature on career decision-making and provides a foundation for further studies on how institutional, personal, and social factors shape students’ academic and professional trajectories.** |  |
| **Is the title of the**  **article suitable? (If not please suggest an alternative title)** |  **The phrase *“Why take BS Industrial***  ***Technology?”* is informal and might**  **not fit well with academic journal standards.**   **The title could be more formal, precise, and internationally appealing, especially for indexing and citations.**   **Mentioning *“external campus”* may narrow its relevance unless that distinction is central to your contribution.** | Title renamed  External campus is deleted |

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| **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.** |  **Too long and descriptive – It reads more like a mini-essay than a**  **concise abstract. Journals usually**  **expect 150–250 words with sharper focus.**   **Methodology details are excessive – Phrases like “open coding, thematic analysis, categorization” are better shortened.**   **Findings are not sharply summarized – The key themes are present, but they are described in sentences that could be condensed.** | Abstract reformatted and  reduced to 151 words. |
| **Is the manuscript**  **scientifically, correct? Please write here.** | Yes, the manuscript is **scientifically correct** in  terms of objective, method, and findings — there are no major flaws that invalidate it. However, it would benefit from:   Adding more detail on  **methodological rigor**   Strengthening the **theoretical discussion**   Stating **limitations and scope** more explicitly   Polishing **reference consistency** | Lines 94-111  Lines 82-90  Lines 271-274  References checked for consistency with citation. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | yes |  |
| **Is the**  **language/English quality of the article suitable for**  **scholarly**  **communications?** | Generally understandable, but grammar and  flow need polishing |  |
| **Optional/General**  comments |  |  |

**PART 2:**

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|  | **Reviewer’s comment** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Are there ethical issues in this manuscript?** | *No* |  |