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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 | **Journal Article/Original Research** |

**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.** | **The importance of this manuscript is for the**  **stated University to make use of it to upscale their marketing strategies for the said program (BSIT). The result of the study can be used as a basis on how to market or advertise the BSIT program to the community. This can also be a basis to plan or program an effective campaign for the BSIT program of the University.** |  |
| **Is the title of the**  **article suitable? (If not please suggest an alternative title)** | **Yes.** |  |
| **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.** | **No. Edit the conclusion part because it only repeats the results of the study. Consider adding the recommendation of the study.** | Done in lines 234-274 |
| **Is the manuscript scientifically, correct? Please write here.** | Yes. |  |
| **Are the references**  **sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | No. some of the references are outdated. Like  that of 2010, 2011, 2013. | References are checked and  matched with the citations in the text. |

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| **Is the**  **language/English quality of the article suitable for**  **scholarly**  **communications?** | Yes |  |
| **Optional/General**  comments | **1. There is no objectives or SOP of the**  **study?**  **2. Refine or make another conclusion**  **of the study, base it in your SOP or objectives. The written conclusion is just a repetition of the results and discussion or better yet it is similar**  **to the abstract.**  **3. Add or incorporate recommendation**  **of the study.**  **4. Add more discussions in your results**  **and discussion part** | Lines 77-80  Done in lines 234-274  Done  Done. Results of previous studies were incorporated to affirm with the findings of the study. |

**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?** | *(If yes, Kindly please write down the ethical issues here in detail)*  None |  |