




OPEN PEER REVIEW

The Evolution of Consumer Rights in the Digital Marketplace

Abdus Samad^{1*}  Muhammad Zakir²  Sobia Ghori³ ¹ Assistant Professor, Department of Law, AWKUM, Pakistan² Lecturer, Sharia and Law Department Islamia College University, Peshawar, Pakistan.³ Department of Law, AWKUM, Pakistan.


* Corresponding author email address: abdussamad@awkum.edu.pk

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EDITOR:Nabeel Bani-Hani 


Faculty of Education Specialization, Wasit University, Wasit, Iraq

nabeelhani@uowasit.edu.iq

REVIEWER 1:Muhammad Abdul Rahman 

Department of Humanities, Rajaratnam School of International Studies, Nanyang Technological University, Singapore

muhammadrahman@ntu.edu.sg

REVIEWER 2:Fatimah Sahdan 

Faculty of Social and Political Sciences (FISIP) Diponegoro University, Yogyakarta, Indonesia

fatimahsahdan@rocketmail.com

1. Round 1

1.1. Reviewer 1

Reviewer:

The introduction could be more concise and focused on the main research question. Consider explicitly stating the research gap you aim to address early in the introduction to guide readers.

Expand the literature review to include more recent studies, especially those published in the last three years, to ensure the review reflects the current state of research in the field.

Provide more details about the interview guide used in the semi-structured interviews. Including specific questions or themes explored can help readers understand the depth and direction of your inquiry.

Ensure all references are up to date and accurately cited. Consider including a broader range of sources, including books, reports, and non-academic literature, to provide a comprehensive background.

Review the manuscript for formatting consistency, especially in the references section and table presentation. Adhering to the journal's guidelines will improve the manuscript's professionalism and readability.

Authors revised the manuscript and uploaded the document.

1.2. Reviewer 2

Reviewer:

Elaborate on the rationale behind the selection of your participant demographic. How do their characteristics (e.g., age, gender, geographic location) enhance the study's insights into consumer rights in the digital marketplace?

Discuss the process of achieving theoretical saturation in more detail. How did you ensure that no new themes were emerging from the data?

Given the interdisciplinary nature of the journal, integrating insights from law, politics, and technology studies could enrich the discussion and implications of your findings.

Expand the section on implications for policy and practice. Detailed recommendations for stakeholders, including policymakers, businesses, and consumer advocacy groups, would make your findings more actionable.

While digital literacy is mentioned, its impact on consumer rights could be explored in more depth. How does digital literacy influence consumers' ability to protect their rights in the digital marketplace?

The discussion on technological advancements such as AI, blockchain, and the gig economy is valuable. Including specific examples or case studies could further illustrate these impacts on consumer rights.

Authors revised the manuscript and uploaded the document.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.