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REVIEWER'S REPORT

Manuscript No.: IJAR-50250

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Title: INFLUENCE OF ESG FACTORS ON SALARIED EMPLOYEES' INVESTMENT CHOICES: PERCEPTIONS, BARRIERS, AND MOTIVATIONS

Recommendation:

- Accept as it is.....**YES**.....
- Accept after minor revision.....
- Accept after major revision
- Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Dr Aamina

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

This manuscript offers a thorough exploration of a timely and relevant research question. The writing is clear, and the study is well-organized, ensuring that the reader can follow the logical progression of the research. The introduction clearly defines the research problem and sets the context for the study, while the literature review offers a comprehensive examination of existing knowledge on the topic.

The methodology is robust and well-detailed, with careful consideration given to the research design and data collection procedures. The results are presented in a clear and straightforward manner, and the data analysis is rigorous and thorough. The discussion engages with the findings, drawing connections to existing literature and highlighting the significance of the results.

The manuscript makes an important contribution to the field, providing new insights and offering directions for future research. The conclusions are well-supported by the data, and the study's implications for practice are clearly outlined. This paper is highly relevant and well-suited for publication