

# Review of: "Incorporating 'Effort' into Communication Models: An Exploratory Study"

Pragash Muthu Rajan<sup>1</sup>

<sup>1</sup> Tunku Abdul Rahman University (Chinese University)

**Potential competing interests:** No potential competing interests to declare.

The topic is related to the journal, and the research result is interesting to the readers.

Research problem and the objectives are well defined. The literature review is comprehensive, well organised, and reveals the gap of research. It is indeed a great contribution to the body of knowledge pertaining to the concept 'effort' in communication.

Overall structure of article format, writing style, and major components of the research paper are explained explicitly.

Some references are older than 5 years. Suggest the author to provide some latest references.