

Review Form 1.7

Journal Name:	Journal of Engineering Research and Reports
Manuscript Number:	Ms_JERR_108670
Title of the Manuscript:	Big Data in Information Systems
Type of the Article	

PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>Compulsory REVISION comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> Companies use big data in their systems to improve operations, provide better customer service, create personalized marketing campaigns and take other actions that, ultimately, can increase revenue and profits. So the topic of the paper is quite interesting and also has its significance in current scenario. Title is suitable. Abstract is very general. Author must write what he/she is trying to focus or examine in this paper. Need to add review of literature and also include some latest researches in the paper. Yes, but needs improvements Author need to add latest references from 2000 to 2023 and make it at least 20-25 in numbers. Divide the content in the sections and sub-section properly. Include at least 4-5 keywords after the abstract. There is no conclusion of the research paper, kindly add it. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<ol style="list-style-type: none"> Author must remove unnecessary gaps on blank spaces in the middles of the content and also check the grammer properly. 	
<p>Optional/General comments</p>	<ol style="list-style-type: none"> After revision, the manuscript can be considered. 	

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PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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