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Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_121233
Title of the Manuscript:	"A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry"
Type of the Article	Original Research Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. 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. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The manuscript titled "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry" presents a comprehensive analysis of the influence of the service profit chain in the hospitality sector. This study is important for the scientific community as it provides a detailed bibliometric analysis using a large sample of 57 articles from the SCOPUS database. The findings offer valuable insights into the geographical distribution, keyword trends, and significant contributions to the field, which can guide future research directions. I appreciate the thorough methodology and the use of VOSviewer software to visually represent the data, making complex information accessible and understandable. However, the manuscript could benefit from a deeper discussion on the practical implications of the findings for industry practitioners. Overall, this research makes a significant contribution to the understanding of the service profit chain's impact on hospitality, making it a valuable addition to the existing literature.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title of the article, "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry," is suitable for the content of the manuscript. It accurately reflects the scope and methodology of the research, which is centered on a bibliometric analysis of SPC practices within the hospitality sector. The title is clear, concise, and informative, making it easy for potential readers to understand the focus of the study. Therefore, no alternative title is necessary.	
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.	The abstract of the article "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry" is comprehensive and effectively summarizes the main objectives, methodology, and findings of the study. It provides a clear overview of the research focus, the sample used, the tools and methods applied, and the key results. However, I suggest the following points for improvement: 1) Clarify the Sample Size and Scope: The abstract mentions that a sample of 57 materials was analyzed. It would be beneficial to specify that these materials were articles published on the SCOPUS platform to emphasize the scope and reliability of the data source. 2) Highlight Practical Implications: While the abstract covers the findings, it could benefit from a brief mention of the practical implications for researchers, academicians, and policymakers in the hospitality industry. This addition would underscore the relevance of the study. 3) Improve Keywords: The keywords listed in the abstract could be more focused. For instance, "Article," "Human," and "Controlled Study" are quite generic. Consider refining the keywords to more specifically reflect the core aspects of the study, such as "Service Profit Chain," "Hospitality Industry," "Customer Satisfaction," and "Employee Performance." Overall, these additions will enhance the abstract's clarity and relevance, making it more informative and appealing to the target audience.	
Are subsections and structure of the manuscript appropriate?	The subsections and structure of the manuscript "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry" are appropriate and well-organized. The manuscript follows a logical sequence, starting with an introduction that sets the context and significance of the study, followed by a detailed literature review, methodology, data analysis, and interpretation. Each section is clearly labeled and provides the necessary information to understand the scope and findings of the research. The use of subheadings such as "Publications by Year," "Publications by Subject Area," "Publications by Journal," and "Geographical Analysis of Publications" helps in navigating the document and understanding the specific aspects of the analysis. Additionally, the inclusion of tables and figures enhances the readability and comprehensibility of the data presented. Overall, the structure is suitable for an academic article of this nature, making it easy for readers to follow and comprehend the research findings. No major changes are	

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	necessary.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The manuscript "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry" is scientifically robust and technically sound. The authors employ a comprehensive bibliometric analysis methodology, using the SCOPUS database, which is a well-respected and widely used source for academic research. The use of VOSviewer software to visualize and analyze the data ensures the reliability and clarity of the results. The study's findings are based on a well-defined sample of 57 articles, and the data analysis is thorough and methodical, covering various aspects such as publication trends, subject areas, journal contributions, and geographical distribution. These factors contribute to the scientific correctness and technical integrity of the manuscript.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	<p>The references in the manuscript "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry" are both sufficient and recent. The study includes a comprehensive list of references from various high-impact journals and covers a wide range of relevant literature in the field of service profit chains and the hospitality industry. The inclusion of recent publications, particularly those from the past five years, ensures that the study is grounded in current research trends and developments. This enhances the relevance and reliability of the findings.</p> <p>However, to further strengthen the manuscript, I suggest considering the addition of the following recent references that delve into similar themes and could provide additional context or support for the findings:</p> <ol style="list-style-type: none"> 1) Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. <i>Journal of Business Research</i>, 133, 285–296. https://doi.org/10.1016/j.jbusres.2021.04.070 2) Cavalcante, W. Q. D. F., Coelho, A., & Bairrada, C. M. (2021). Sustainability and Tourism Marketing: A Bibliometric Analysis of Publications between 1997 and 2020 Using VOSviewer Software. <i>Sustainability</i>, 13(9), 4987. https://doi.org/10.3390/su13094987 3) Prentice, C. (2023). Leveraging Emotional and Artificial Intelligence for Organisational Performance. In <i>Leveraging Emotional and Artificial Intelligence for Organisational Performance</i>. Springer Nature. https://doi.org/10.1007/978-981-99-1865-2 <p>Including these references will provide a more comprehensive view of the current state of research and further substantiate the study's conclusions.</p>	

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<p><u>Minor REVISION</u> comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry" are generally suitable for scholarly communications. The manuscript is written in clear and comprehensible English, with a professional tone appropriate for an academic audience. The structure and flow of the text are logical, and the technical terminology is used accurately and consistently. However, there are a few areas where minor grammatical improvements and enhancements in phrasing could be made to improve readability and clarity. For example:</p> <ol style="list-style-type: none"> 1) In the abstract: "It will do this by looking at articles published on the SCOPUS platform and figuring out the state of the art trends and other indicators." <ul style="list-style-type: none"> ● Suggested revision: "This will be achieved by analyzing articles published on the SCOPUS platform to determine state-of-the-art trends and other relevant indicators." 2) In the introduction: "The evolving service profit chain theory is transforming customer relationship management into the CEM stage emphasizing identifying profitable customers improving customer loyalty and implementing effective management strategies." <ul style="list-style-type: none"> ● Suggested revision: "The evolving service profit chain theory is transforming customer relationship management into the CEM stage, emphasizing the identification of profitable customers, improvement of customer loyalty, and implementation of effective management strategies." 3) Consistency in tense usage should be maintained throughout the manuscript to ensure smooth readability. <p>Overall, the manuscript meets the necessary standards for scholarly communication but would benefit from a careful proofreading to correct minor errors and enhance the overall quality of the language.</p>	
<p><u>Optional/General</u> comments</p>	<p>The manuscript "A Bibliometric Analysis: The Influence of Service Profit Chain (SPC) on the Hospitality Industry" provides valuable insights into the application and impact of the service profit chain in the hospitality sector through a thorough bibliometric analysis. The study effectively utilizes the SCOPUS database and VOSviewer software to present a comprehensive view of the research trends, geographical distribution, and key contributions in this field.</p> <p>General Comments:</p> <ol style="list-style-type: none"> 1) Strengths: <ul style="list-style-type: none"> ● The manuscript presents a clear and well-structured bibliometric analysis, which is a strength. The use of VOSviewer software to visualize data is particularly commendable as it aids in the interpretation of complex information. ● The paper provides a broad overview of the contributions from different countries, journals, and authors, offering a global perspective on the research topic. ● The findings and visual representations (figures and tables) are well-organized and enhance the reader's understanding of the data. 2) Areas for Improvement: <ul style="list-style-type: none"> ● While the manuscript is comprehensive, a more detailed discussion on the practical implications of the findings for industry practitioners would add significant value. This could help bridge the gap between academic research and practical applications in the hospitality industry. ● The abstract, while informative, could be refined to include more specific information about the methodology and the practical implications of the study's findings. ● Minor grammatical improvements and consistency in tense usage throughout the manuscript would enhance readability and clarity. 3) Future Research Suggestions: <ul style="list-style-type: none"> ● Future studies could explore the impact of emerging technologies, such as AI and machine learning, on the service profit chain in the hospitality industry. This would provide valuable insights into how technological advancements are shaping industry practices. ● Expanding the analysis to include other databases besides SCOPUS could provide a more comprehensive view of the research landscape and help identify additional trends and gaps in the literature. <p>In conclusion, the manuscript makes a significant contribution to the understanding of the</p>	

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	service profit chain's impact on the hospitality industry and serves as a valuable resource for researchers and practitioners alike. With minor revisions and enhancements, it has the potential to be a highly impactful publication in the field.	
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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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