

Review Form 3

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_125384
Title of the Manuscript:	The role of Digital Leadership on a Village-owned Enterprise Performance: A Moderation Effect of Artificial Intelligence
Type of the Article	Original Research Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>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.</p>	<p>This manuscript is an important contribution to the scientific community as it explores the intersection of digital leadership and artificial intelligence in enhancing the performance of village-owned enterprises (VOEs), an area with significant implications for rural development. By focusing on how digital leadership, coupled with AI, can drive performance and sustainability in VOEs, the study highlights practical strategies that are crucial for fostering economic resilience in underserved regions.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The current title, "The Role of Digital Leadership on a Village-Owned Enterprise Performance: A Moderation Effect of Artificial Intelligence," is quite ok but could be refined for clarity. A slightly modified title might better convey the study's focus on AI's role in enhancing digital leadership's impact on VOE performance.</p> <p>Suggested Alternative Title:</p> <p>"Enhancing Village-Owned Enterprise Performance: The Role of Digital Leadership and the Moderating Effect of Artificial Intelligence"</p>	
<p>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.</p>	<p>The abstract is generally comprehensive, covering the study's purpose, methodology, key findings, and practical implications. However, a few adjustments could improve focus:</p> <ol style="list-style-type: none"> Clarify Objectives: Start with a concise sentence outlining the research gap or objective more clearly, such as: <i>"This study explores how digital leadership influences the performance of village-owned enterprises (VOEs) and examines the moderating role of artificial intelligence (AI)."</i> Add Specific Details on Methodology: Mention the quantitative approach used, including the survey sample size and analysis technique, to give readers a sense of the study's scope. Emphasize Practical Implications: Highlight how the findings can be applied by VOE managers and policymakers in rural development, giving a bit more detail on the suggested actions. Refine Conclusion: A more concise summary of the conclusion would improve readability. For instance, instead of discussing future studies, simply state the impact and areas of interest the study introduces for ongoing research. 	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript are appropriate and follow a logical progression from introduction to conclusion, which is essential for reader comprehension. The paper includes necessary sections, such as Introduction, Literature Review, Methodology, Results, Discussion, and Conclusion.</p>	
<p>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.</p>	<p>This manuscript demonstrates scientific robustness through its systematic approach to examining the relationship between digital leadership, AI, and VOE performance. The use of quantitative methods, including validity and reliability tests, ensures that the findings are statistically reliable. Additionally, the moderation analysis using Smart-PLS software adds depth to the study, allowing for a nuanced understanding of how AI influences digital leadership's impact on performance metrics. By incorporating established constructs and using proven analytical methods, the manuscript presents a technically sound and methodologically rigorous examination of its hypotheses.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The manuscript references a mix of foundational and recent studies, which provides a well-rounded background for the research topic. However, for a stronger alignment with current developments, the authors could consider including more recent studies from the last 3–5 years, especially regarding the</p>	

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:	<p>latest applications of AI in organizational performance and digital transformation in rural enterprises.</p> <p>Suggested References:</p> <ol style="list-style-type: none"> 1. Articles on recent advances in AI applications for small and medium-sized enterprises (SMEs), as these can provide a more contemporary context for AI's impact on VOsEs. 2. Studies focusing on digital leadership trends in rural and underserved settings, especially in emerging economies, to provide more context to the findings. 	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Yes. I believe the language quality of the article is mostly suitable for scholarly communication.</p>	
<p>Optional/General comments</p>		

PART 2:

	<p>Reviewer's comment</p>	<p>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>
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

Reviewer Details:

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