

Review Form 3

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| Journal Name: | Asian Journal of Advanced Research and Reports |
| Manuscript Number: | Ms_AJARR_125647 |
| Title of the Manuscript: | Data engineering of loyalty card data in the retail, banking, and travel & hospitality industries |
| Type of the Article | Original Research Article |

General guidelines for the Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

| <u>Compulsory</u> 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> |
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| 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. | | |
| Is the title of the article suitable? (If not please suggest an alternative title) | | |
| 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. | | |
| Are subsections and structure of the manuscript appropriate? | | |
| 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. | | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. | | |

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| <p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p> | | |
| <p>Optional/General comments</p> | <p>Overall Assessment The manuscript presents a well-organized and insightful exploration of how loyalty card data is collected, managed, and leveraged across industries. It delves into the regulatory, economic, and security aspects, providing a comprehensive view of this important topic. However, there are some areas where the research could be further enhanced to improve clarity, coherence, and contribution to the field. The following comments and recommendations aim to strengthen the article for publication.</p> <p>Strengths</p> <ul style="list-style-type: none"> • The paper covers multiple industries, highlighting both commonalities and sector-specific practices in loyalty programs, which provides depth to the analysis. • It offers a valuable discussion on privacy regulations like GDPR and CCPA, as well as the implications of non-compliance. • The inclusion of real-world case studies, such as British Airways' data breach, enriches the practical relevance of the research. • Data visualizations (e.g., heat maps, product tables) are used effectively to support the findings. <p>Major Revisions Needed</p> <ol style="list-style-type: none"> 1. Research Objectives and Structure <ul style="list-style-type: none"> • Clarification of Objectives: The research objectives are presented in a fragmented manner. They could be summarized more concisely at the end of the introduction. For instance, instead of listing the objectives separately, consider grouping them under broader themes to improve clarity (e.g., "Data Collection Practices," "Compliance and Security," "Industry-Specific Insights"). • Theoretical Framework: While the research is focused on practical outcomes, the absence of a clear theoretical framework limits its conceptual contribution. Introducing relevant frameworks such as Technology Adoption Models, Data Privacy Theories, or Consumer Behavior Models could strengthen the article's theoretical foundation. 2. Methodology <ul style="list-style-type: none"> • Methodological Rigor: The methodology mentions data collection from Kaggle, Google Datasets, and other sources, but the specifics are not adequately described. It is recommended to include more details on the datasets, their size, and selection criteria. For example, were all datasets publicly available? Were any industry experts consulted during the research? • Data Bias and Limitations: While the paper acknowledges some limitations in analyzing loyalty data, it does not sufficiently address data biases. You may want to elaborate further on how these biases could impact the findings and recommendations. <p>Minor Revisions and Suggestions</p> <ol style="list-style-type: none"> 3. Title and Abstract <ul style="list-style-type: none"> • Title: The current title is descriptive but could be more impactful. Consider revising it to reflect the emphasis on security and compliance. For example: <ul style="list-style-type: none"> o "Engineering Loyalty: Data Privacy, Compliance, and Competitive Insights Across Retail, Banking, and Hospitality" • Abstract: The abstract is informative, but it could benefit from a stronger conclusion. Consider adding a sentence that succinctly summarizes the study's key findings and contributions. 4. Introduction <ul style="list-style-type: none"> • Opening Scenario: While the anecdote in the introduction (Adele's coffee shop experience) is engaging, it takes up too much space and may seem anecdotal for an academic article. Consider shortening this section and integrating it into the main narrative to avoid distraction from the research objectives. 5. Key Findings <ul style="list-style-type: none"> • Lack of Statistical Analysis: The paper could benefit from the inclusion of some quantitative analysis to support its claims. For example, adding simple metrics (like correlations between loyalty data usage and customer retention rates) would add more weight to the findings. • Inconsistencies in Figure Labels: Make sure that all figures and tables are properly labeled and referenced in the text. For instance, some of the visual elements (Figures 7 and 10) lack clear integration into the discussion. 6. Discussion on Security and Compliance <ul style="list-style-type: none"> • Broader Discussion of Security Measures: The discussion on security could be expanded to reflect more | |

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| | <p>recent advancements, such as the use of AI and machine learning in data protection. Additionally, consider referencing ISO 27001 standards for information security management.</p> <ul style="list-style-type: none"> • Role of Emerging Technologies: The paper touches briefly on AI but could benefit from a more detailed discussion of how AI is transforming loyalty programs. You might consider discussing emerging trends like blockchain-based loyalty programs or AI-powered fraud detection systems. <p>7. Citations and References</p> <ul style="list-style-type: none"> • Inconsistent Citation Style: Ensure that the citation style is consistent throughout the paper. For example, some in-text citations (e.g., Kline, 2007) are inconsistent with others. • Outdated Sources: Some references, such as Kline (2007), are outdated. Wherever possible, try to include more recent literature to reflect the current state of the field. <p>Conclusion and Implications</p> <ul style="list-style-type: none"> • Policy Implications: The conclusion could be expanded to include recommendations for policymakers and industry practitioners. For example, what steps should businesses take to enhance compliance with privacy laws? How can regulators ensure stronger enforcement of these laws? • Practical Significance: Consider reinforcing the practical implications for companies adopting loyalty programs. How can smaller businesses or startups benefit from insights shared in this research? <p>Final Recommendation</p> <p>This is a promising manuscript that offers valuable insights into how data engineering and loyalty programs intersect across industries. With some revisions, particularly around the methodology, security analysis, and theoretical framework, the paper can make a stronger contribution to the literature on data privacy and loyalty strategies. Once these revisions are addressed, the manuscript will be suitable for publication</p> | |
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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> |
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| Are there ethical issues in this manuscript? | <i>(If yes, Kindly please write down the ethical issues here in details)</i> | No |

Reviewer Details:

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