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Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_122148
Title of the Manuscript:	Behind the Screens: A Critical Analysis of the Roles of Guilds and Associations in Standardizing Contracts, Wages, and Enforcing Professionalism Amongst Players in the Entertainment Industry
Type of the Article	Journal 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 offers valuable insights into the changing roles of guilds and associations in the entertainment industry, specifically in contract standardisation, wage regulation, and the promotion of professionalism. The mixed-methods approach thoroughly explains the challenges organisations face in adapting to technological advancements, addressing economic sustainability, and protecting intellectual property rights.</p> <p>This manuscript is a well-researched and timely contribution to the literature on the entertainment industry. Empirical evidence supports the claim that guilds are crucial in promoting fair and equitable compensation for industry professionals. Analysing guild policies, membership, and employment conditions on wages provides this support. In addition, analysing the strategies employed by guilds and associations to combat piracy and copyright infringement underscores their crucial role in protecting the economic interests of creators and rights holders.</p> <p>The manuscript's recommendations offer a practical and forward-looking approach to addressing the challenges faced by the entertainment industry. It proposes tangible solutions such as specialised programs for gig workers, blockchain-based digital rights management, and industry-wide professional development initiatives. These recommendations are theoretical and can be implemented to bring about real change in the industry.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The article's title accurately reflects the scope and focus of the research presented in the manuscript. It is suitable and concise.</p> <p>The title effectively captures the main themes and goals of the study:</p> <ol style="list-style-type: none"> 1. Examining how guilds and associations adjust contract models and professional standards in response to technological changes in the entertainment industry. 2. Assessing the methods guilds and associations employ to ensure equitable compensation and establish uniform working conditions. 3. Exploring how guilds and associations tackle piracy and safeguard intellectual property rights. 4. Examining the impact of guilds and associations on government policies and the economic sustainability of entertainment professionals. <p>The title is brief, informative, and effectively captures the key aspects of the research, making it suitable and engaging for this manuscript.</p>	

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<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 article's abstract thoroughly overviews the study's main points. It offers a straightforward summary of the research goals, approach, and results. Here are some suggestions to improve the abstract:</p> <ol style="list-style-type: none"> 1. Provide a short reference to the theoretical or conceptual framework utilised in the research, underscoring its significance in shaping the critical analysis conducted in the study. 2. Provide more details about the unique 'mixed-methods approach' by specifying the quantitative and qualitative components, such as wage data analysis and content analysis of industry documents. 3. It would be helpful to include a summary of the main findings or conclusions, specifically regarding the impact of guilds on fair wages, piracy prevention, and government policies. 4. Emphasise the research contributions more explicitly, including the comprehensive understanding of guild functions in the digital age and identifying areas for improvement. 5. Briefly mention the key recommendations, including specialised programs for gig workers, blockchain-based digital rights management implementation, and industry-wide professional development initiatives, to stress the practicality of the research's outcomes. <p>By making these minor additions, the abstract can offer a more thorough summary of the study, enabling readers to quickly understand the study's goals, approach, primary findings, and suggestions.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript are well-organised and suitable for the research topic and objectives.</p> <p>The manuscript is organised into the main sections:</p> <ol style="list-style-type: none"> 1. Introduction 2. Structure of the Literature Review <ol style="list-style-type: none"> i. The Influence of Technological Advancements on the Entertainment Industry ii. Promoting Professionalism and Ethical Conduct iii. Intellectual Property Rights and Piracy iv. Contracts and Wages Standardisation v. Economic sustainability is a crucial aspect for entertainment professionals. 3. Approach 4. Findings and Analysis <p>This structure effectively guides the reader through the main aspects of the research, beginning with an introduction to the topic and then delving into a thorough literature review that covers the relevant themes. The subsections in the literature review section are clearly defined, allowing for a smooth flow of information. They cover the challenges and considerations that guilds and associations in the entertainment industry face.</p> <p>Including a dedicated methodology section is appropriate, as it provides specific information on the mixed-methods approach and the quantitative analysis techniques used. This improves the study's clarity and replicability.</p> <p>The final section, "Results and Discussions," provides a comprehensive analysis and interpretation of the findings by the research objectives.</p> <p>The well-organised manuscript facilitates a clear understanding of the research topic and its key aspects.</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 is scientifically robust and technically sound in several ways:</p> <p>First, the researchers have made a noteworthy contribution to the field by using a well-designed mixed-methods approach. This method, which combines qualitative content analysis and quantitative statistical analysis, enhances the credibility and dependability of the results while offering a more thorough comprehension of the research issue.</p> <p>Furthermore, the literature review is thorough and organised, incorporating a wide range of academic sources to establish a solid theoretical and empirical basis for the study. The review discusses essential themes and challenges encountered by guilds and associations in the entertainment industry, showcasing the researchers' strong understanding of the current knowledge in this field.</p> <p>Additionally, the regression analysis is presented with meticulous attention to detail. This includes a comprehensive explanation of the general model specification, the calculation of regression coefficients, significance testing, and the evaluation of model fit. This study's statistical transparency and use of established econometric techniques add credibility to the quantitative findings.</p>	

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	<p>Finally, the researchers have worked hard to ensure a smooth and logical flow throughout the manuscript. The literature review, methodology, and results effectively connect to the research objectives, adhering to the principles of scientific inquiry and improving the study's overall quality and validity.</p> <p>To summarise, the research presented here is scientifically robust and technically sound. The study utilises a well-designed mixed-methods approach, includes a comprehensive literature review, employs sound statistical analysis, and establishes clear connections between different sections of the manuscript.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>=</p>	<p>The reference list for this manuscript seems to be adequate and up-to-date, with the majority of sources published in the past decade. This is fitting, considering the fast-paced nature of the entertainment industry and the importance of staying up-to-date with the latest developments and academic discussions.</p> <p>A few important points to note about the references:</p> <ol style="list-style-type: none">1. The references cover a wide range of topics related to the research objectives, including the impact of technological advancements, intellectual property rights, contract and wage standardisation, and the economic sustainability of entertainment professionals.2. The references include academic journal articles, conference proceedings, and industry reports, offering a well-rounded viewpoint and combining theoretical and practical insights.3. The references mainly consist of recent sources, but a few older ones (e.g., from the 2000s) could be replaced or supplemented with more up-to-date literature. This is especially important in rapidly evolving fields like digital rights management and the integration of AI in the entertainment industry. <p>Other references that may enhance the manuscript:</p> <p>Several studies have examined the effects of streaming platforms and the gig economy on labour practices in the entertainment industry (e.g., Curran et al., 2021; Peng et al., 2022).</p> <p>Recent studies have explored the application of blockchain technology in digital rights management and copyright protection (e.g., Savelyev, 2018; Yadav, 2020).</p> <p>Explore the challenges and opportunities of integrating AI in creative roles within the entertainment sector through articles by Brynjolfsson and McAfee (2014) and Bakhshi et al. (2017).</p> <p>Research has been conducted on the impact of government policies and regulations on the economic sustainability of entertainment professionals. Some notable studies include the work of Benhamou and Peltier (2020) and Cunningham et al. (2018).</p> <p>The reference list is thorough and current, reflecting the latest research in the field. The manuscript would benefit from incorporating recent and relevant sources to enhance its theoretical and empirical foundation.</p>	

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<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Indeed, the article's language and English quality are appropriate for scholarly communication. The writing is well-organised and demonstrates a strong command of academic writing conventions, highlighting the authors' expertise and the manuscript's suitability for scholarly communication.</p> <p>Here are a few critical observations about the language and quality of English in the manuscript:</p> <ol style="list-style-type: none"> 1. The manuscript uses appropriate academic and industry-specific vocabulary, demonstrating the researchers' deep comprehension of the subject matter. Technical terms are defined clearly to ensure the target audience can easily understand them. 2. Sentence Structure and Syntax: The sentences are crafted precisely, displaying grammatical accuracy and a seamless logical progression. The writing is straightforward and avoids complicated sentence structures, making it easy for readers to understand. 3. The manuscript adheres to the standard and concise style expected in scholarly publications, maintaining a formal and objective tone. The authors' professional and impartial stance throughout the manuscript dramatically contributes to its credibility. 4. The manuscript firmly adheres to standard formatting, citation style, and overall organisation of ideas. The transitions between sections and paragraphs flow seamlessly, enhancing the overall coherence of the text. 5. The manuscript is free of significant grammatical, spelling, or punctuation errors. Any minor typographical errors, if present, are unlikely to diminish the overall readability and quality of the work. <p>The manuscript is suitable and exemplary in terms of language and English quality for scholarly communication. The writing is well-crafted and follows the established norms of academic discourse, making it a strong candidate for publication in a reputable academic journal or conference proceedings.</p>	
<p><u>Optional/General</u> comments</p>	<p>This manuscript is thoroughly researched and provides valuable insights into the changing roles of guilds and associations in the entertainment industry. The researchers' extensive literature review, meticulous mixed-methods approach, and insightful discussion of the findings showcase their expertise and analytical prowess.</p> <p>Here are a few more general comments and observations:</p> <ol style="list-style-type: none"> 1. Conceptual Framework: Although the literature review is comprehensive, adding a conceptual framework or theoretical perspective to guide the study would enhance the manuscript. This could assist in placing the research within a broader theoretical framework and enhance the analysis of the findings. 2. Practical Implications: The manuscript's recommendations for specialised programs, blockchain-based solutions, and industry-wide initiatives are highly valuable and have the potential to make a significant impact on the industry. By further exploring the practical implications and implementation strategies, the manuscript has the potential to increase its relevance and inspire positive change for industry stakeholders and policymakers. This could create a sense of optimism about the future of the entertainment industry. 3. Addressing the study's limitations and proposing areas for future research would offer a more comprehensive viewpoint. Some aspects to consider are the applicability of the findings, the importance of long-term studies, and the potential for cross-cultural comparisons in the entertainment industry, like examining guilds in the US and Europe. 4. Visual Aids: Incorporating relevant visual aids, such as organisational charts and timelines, can help illustrate the essential findings and support the overall narrative of the manuscript, given the complexity of the topic. 5. The writing is generally clear and concise. However, there are a few instances, particularly in the discussion of the literature review, where the phrasing could be further streamlined or made more succinct to improve the readability and impact of the manuscript. <p>This study dramatically enhances our comprehension of guilds and associations' important role in the entertainment industry. It is a well-executed and significant contribution. The suggested enhancements have the potential to make the manuscript even stronger and more impactful, which is an exciting prospect for all of us eagerly awaiting its potential impact.</p>	

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PART 2:

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

Reviewer Details:

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