

Review Form 3

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	

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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 significant for the scientific community as it addresses the evolving dynamics of the entertainment industry, particularly in the context of technological advancements and the gig economy. By examining the roles of guilds and associations, it provides valuable insights into how these organizations can adapt to ensure fair compensation and professional standards in a rapidly changing landscape. The mixed-methods approach enhances the robustness of the findings, making it a comprehensive resource for researchers and practitioners alike. Personally, I appreciate this manuscript for its timely relevance and practical recommendations, which could lead to meaningful improvements in the industry, especially for vulnerable freelancers. However, I would have liked to see a more extensive discussion on the implications of these findings for policy-making in the entertainment sector.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Yes, the title "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" is suitable for the article.</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 of the article is generally comprehensive as it outlines the main objectives of the study, the methodology employed, and the key findings regarding the roles of guilds and associations in the entertainment industry.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Yes, the subsections and structure of the manuscript appear to be appropriate for the content and objectives of the study.</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>The manuscript is scientifically robust due to its mixed-methods approach, integrating qualitative and quantitative analyses. It utilizes reliable data from the Bureau of Labor Statistics, enhancing the validity of its findings. Additionally, the thorough engagement with existing literature situates the study within the broader context, reinforcing its technical soundness and relevance.</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 references are a mix of relevant and recent sources, but adding more recent studies on digital transformation's impact on labor dynamics would enhance the manuscript. Consider including industry reports, comparative studies, and articles on emerging technologies like AI and blockchain to provide a broader context and strengthen the findings.</p>	

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<p>Minor REVISION 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 appear suitable for scholarly communication. The manuscript employs formal academic language, clear structure, and appropriate terminology relevant to the field. However, a thorough proofreading for grammatical accuracy and clarity could further enhance its readability and professionalism, ensuring it meets high academic standards.</p>	
<p>Optional/General comments</p>	<ol style="list-style-type: none"> 1. **Proofreading and Editing**: Conduct thorough proofreading to correct grammatical errors and improve clarity and professionalism. 2. **Enhanced Literature Review**: Expand the literature review to include more recent studies and diverse perspectives on digital transformation's impact on guilds. 3. **Clearer Methodology**: Provide detailed explanations of the mixed-methods approach, including specific data collection and analysis techniques. 4. **Visual Aids**: Incorporate tables, charts, or graphs to visually represent key data and findings for better comprehension. 5. **Discussion of Implications**: Elaborate on the practical implications of findings for industry stakeholders and suggest areas for future research. 	

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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