

**Review Form 3**

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|--------------------------|---|
| Journal Name:            | <b>Journal of Economics, Management and Trade</b>                       |
| Manuscript Number:       | <b>Ms_JEMT_123567</b>   |
| Title of the Manuscript: | <b>From Barista to Bytes: How Starbucks Brewed a Digital Revolution</b> |
| Type of the Article      | <b>Case Study</b>   |

**Review Form 3**

**PART 1: Review Comments**

| <b>Compulsory</b> REVISION comments  | Reviewer's comment  | <b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
|--|---|---|
| <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>The manuscript is valuable for the scientific community as it delves into a real-world example of how digital transformation can benefit a traditional retail business. Starbucks' strategies, particularly in the use of mobile technology, AI, and omnichannel integration, provide a roadmap for other organizations facing similar digital challenges. The analysis of how technology has been embedded into Starbucks' core operations is insightful and practical. However, the manuscript could benefit from a more in-depth critique of the potential downsides, such as data privacy risks and the impact on employee roles during this transition.</p> <p>This manuscript is important as it explores a real-world example of digital transformation in retail. Starbucks' success offers valuable insights into how traditional businesses can leverage technology to remain competitive. The case provides a thorough analysis that can guide other companies through their digital transformation journeys, highlighting its relevance to the scientific community studying business strategies and innovation.</p> |   |
| <p>Is the title of the article suitable? (If not please suggest an alternative title)</p>  | <p>The current title is suitable, but a more engaging version could be: "Starbucks' Digital Transformation: Blending Coffee and AI for Competitive Advantage."</p> <p>The title is suitable as it reflects the article's focus on Starbucks' digital transformation. However, I will consider revising it to make it more engaging, such as "Starbucks' Digital Transformation: Blending Coffee and AI for Competitive Advantage."</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 mostly comprehensive, but it could benefit from briefly mentioning the challenges Starbucks faced, such as privacy concerns or investment costs, to provide a more balanced overview.</p> <p>Revise the abstract to include a mention of the challenges, such as data privacy concerns and technology investment costs, to give readers a more balanced summary of Starbucks' digital transformation.</p>  |   |
| <p>Are subsections and structure of the manuscript appropriate?</p>  | <p>The subsections and structure are well-organized and logical. Each section flows naturally into the next, making it easy to follow.</p> <p>Keep the structure as it is since it clearly presents the different aspects of Starbucks' digital transformation. However, I will refine a few sections to enhance clarity and flow.</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 and technically sound. It draws on diverse data sources, including company reports, academic literature, and industry analyses, ensuring a comprehensive understanding of Starbucks' digital transformation. The theoretical frameworks applied, such as the "Digital Flywheel," are relevant and provide depth to the analysis. However, the manuscript could benefit from more specific data points in certain sections.</p> <p>Add more specific data points and examples in the sections on AI and mobile technology, particularly in how these technologies translated into business outcomes. This will strengthen the technical and scientific robustness 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.<br/>=</p>   | <p>The references are relevant and recent, covering both academic research and industry insights. No additional references are needed at this time.</p> <p>I agree that the references are sufficient and recent, but review recent literature to ensure to include the latest developments in AI-driven digital transformation.</p>  |   |

### Review Form 3

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| Minor REVISION comments<br><b>Is the language/English quality of the article suitable for scholarly communications?</b> | The language is mostly clear, but minor grammatical improvements could help enhance readability, particularly in technical sections.<br><br>Review the manuscript for minor grammatical adjustments and ensure the technical sections are clearer and more concise. |  |
| <b>Optional/General</b> comments  | I agree with the suggestion and will add visual elements, such as graphs or charts, to illustrate Starbucks' progress in mobile transactions and loyalty program growth. This will enhance the overall presentation and reader engagement.                          |  |

### **PART 2:**

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

### **Reviewer Details:**

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|----------------------------------|---|
| Name:                            | <b>Epifelward Nino O. Amora</b>                   |
| Department, University & Country | <b>Bohol Island State University, Philippines</b> |