

**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      |   |

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**PART 1: Review Comments**

| <b>Compulsory</b> 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> |
|---|--|---|
| 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.                        | The manuscript provides valuable insights into Starbucks' digital transformation and offers lessons for retail businesses navigating digital disruption. Its focus on Starbucks' innovative use of mobile applications, AI, cloud computing, and data analytics makes it significant for the scientific community, particularly for those studying digital transformation in retail. The analysis of Starbucks' "Digital Flywheel" and its omnichannel strategy adds a compelling case study to the growing literature on digital business strategies. |   |
| Is the title of the article suitable? (If not please suggest an alternative title)  | The title is clear and engaging, appropriately reflecting the manuscript's focus on Starbucks' digital transformation. No alternative title is suggested.  |   |
| 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.   | The abstract is comprehensive and effectively summarizes the core aspects of Starbucks' digital transformation, including its mobile-first approach, AI-driven personalization, and omnichannel strategy. However, the author may want to clarify some points more succinctly, particularly around how these strategies impacted operational efficiency and customer engagement.   |   |
| Are subsections and structure of the manuscript appropriate?  | The subsections and structure of the manuscript are appropriate. The methodology, results, and discussion sections are logically organized, making it easy for readers to follow the progression of ideas.   |   |
| 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. | The manuscript is scientifically robust and technically sound. It draws on relevant frameworks and theories such as Vial's building blocks of digital transformation, Bharadwaj's digital business strategy, and the TOE framework. These frameworks support the analysis and conclusions effectively. The use of qualitative case study methodology is appropriate for examining the complexities of digital transformation in a real-world context.  |   |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.   | The references are sufficient, covering key academic literature and industry reports related to digital transformation, AI, and retail innovation. However, it would be beneficial to include more recent sources from 2023 or 2024 to ensure the analysis is up-to-date, particularly regarding AI advancements and mobile commerce trends.   |   |
| Minor REVISION comments   |  |   |
| Is the language/English quality of the article suitable for scholarly communications?   |  |   |
| Optional/General comments   |  |   |

**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> |
|--|--|--|
| Are there ethical issues in this manuscript? | <i>(If yes, Kindly please write down the ethical issues here in details)</i> |  |

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**Reviewer Details:**

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|----------------------------------|---|
| Name:                            | <b>Nilesh Kulkarni</b>  |
| Department, University & Country | <b>C. Patel Institute of Pharmaceutical Education and Research, India</b> |