

Review Form 3

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_123567
Title of the Manuscript:	From Barista to Bytes: How Starbucks Brewed a Digital Revolution
Type of the Article	

Review Form 3

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>
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.	This study presents an intriguing examination of Starbucks' digital transformation journey, offering an analysis of its strategies, implementation, and resultant impact on performance and competitive positioning. While the paper provides a comprehensive overview of Starbucks' digital initiatives, several aspects warrant critical scrutiny to enhance the rigor and depth of the analysis.	
Is the title of the article suitable? (If not please suggest an alternative title)	YES	
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 mentions several technological components, such as mobile applications, artificial intelligence, cloud computing, and data analytics, but it lacks a thorough examination of how these technologies specifically interact and contribute to the overall digital transformation strategy. A more detailed exploration of the interdependencies between these technologies and their collective impact on customer engagement and operational efficiency would provide a clearer picture of Starbucks' digital ecosystem.	
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.	<p>-The concept of the "Digital Flywheel" framework is introduced as a critical component of Starbucks' strategy; however, the paper does not adequately define this framework or provide empirical evidence of its effectiveness. A more robust theoretical grounding and empirical validation of such frameworks could enhance the credibility of the findings. Additionally, the paper could benefit from a discussion of how this framework compares to similar models in the literature on digital transformation.</p> <p>-Moreover, while the study acknowledges challenges such as data privacy and technology investment costs, it does not delve deeply into how Starbucks has navigated these challenges. A more nuanced analysis of the risks and trade-offs associated with digital transformation would provide a balanced perspective and could serve as a valuable lesson for practitioners in the field.</p> <p>-The assertion that Starbucks' digital transformation has created a "decisive competitive advantage" requires further substantiation. The authors should consider incorporating quantitative data or comparative metrics that demonstrate how Starbucks' performance has outpaced competitors as a direct result of its digital initiatives. This would reinforce the claim and provide a more compelling argument for the significance of their findings.</p> <p>-Finally, the conclusion suggests that traditional retailers can thrive in the digital age with the right strategy and execution. While this is an optimistic view, it would be beneficial to acknowledge the variability in outcomes across different sectors and the potential for failure in digital transformation efforts. A discussion of the broader implications for the retail industry, including both successful and unsuccessful case studies, would enrich the discourse.</p>	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	43% of references are recent.	

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Minor REVISION comments	YES	
Is the language/English quality of the article suitable for scholarly communications?		
Optional/General comments	In summary, while the study offers valuable insights into Starbucks' digital transformation, it would benefit from a more critical examination of its methodology, a deeper exploration of the interplay between technologies, a clearer definition of key frameworks, and a balanced discussion of the challenges and risks involved. These enhancements would significantly strengthen the paper's contribution to the literature on digital transformation in retail.	

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>	

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