

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	

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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 "From Barista to Bytes: How Starbucks Brewed a Digital Revolution" holds significant importance for the scientific community as it provides an in-depth analysis of how a leading global company integrated digital technologies into its operations to transform customer experience and business efficiency. The detailed examination of Starbucks' digital strategies offers valuable insights into the practical application of technological innovations in the retail sector, making it a relevant study for scholars interested in digital transformation, business strategy, and consumer behavior. Personally, I find this manuscript compelling because it not only highlights the intersection of technology and business but also demonstrates how large corporations can successfully navigate and leverage digital advancements to gain a competitive edge. The manuscript's comprehensive approach to detailing Starbucks' journey offers actionable lessons that can be applied across various industries.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, the title is very appropriate.	
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 specific and captures the main points. It also clearly outlines the results. Overall, it provides an accurate summary of the manuscript's findings.	
Are subsections and structure of the manuscript appropriate?	Yes	
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.	This manuscript is scientifically robust and technically sound because it offers a thorough analysis of Starbucks' digital transformation with well-supported data and insights. The research methods are clearly defined, and the results are based on comprehensive evidence, making the findings reliable. Additionally, the manuscript integrates relevant theories and practical examples, ensuring both academic rigor and real-world applicability.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes, references are appropriate. But it will be good, if text citation with number should be in reference.	
Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	The language and English quality of the article are suitable for scholarly communication. It is clear, precise, and professionally written, meeting the standards expected in academic publications.	
Optional/General comments	Overall, the manuscript is well-crafted and effective.	

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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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