

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_128282
Title of the Manuscript:	Reverse Logistics and Sustainability on Profitability: Exploring the Role of Data-Driven Decision Making – A Development of Conceptual Framework
Type of the Article	

#### **General guidelines for the Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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#### PART 1: 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>
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</b>	This manuscript holds significant importance for the scientific community as it addresses the critical intersection of reverse logistics, sustainability, and profitability, a growing area of interest in both academia and industry. By integrating the role of data-driven decision-making, the study provides a novel conceptual framework that can enhance operational efficiency and promote sustainable business practices. This study not only contributes to the theoretical advancement of reverse logistics and sustainability but also offers practical insights for organizations striving to balance economic and environmental objectives. Furthermore, it highlights the transformative potential of data analytics in driving sustainable supply chain strategies, making it a valuable resource for researchers and practitioners alike.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	Yes, the title of the article is ok	
<b>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.</b>	The abstract is ok but there should not be any paragraph. The abstract should be put together, the authors are requested to check and restructure it.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	Yes, the manuscript is scientifically ok	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	Yes, however, the authors can consider citing these articles to improve the literature; <ol style="list-style-type: none"> <li>1. Wiredu, John, Qian Yang, Agyemang Kwasi Sampene, Bright Akwasi Gyamfi, and Simplice A. Asongu. "The effect of green supply chain management practices on corporate environmental performance: Does supply chain competitive advantage matter?" <i>Business Strategy and the Environment</i> 33, no. 3 (2024): 2578-2599.</li> <li>2. Wiredu, John, Qian Yang, Shadi Saljoughipour, Esangbedo Caroline Olufunke, Agyemang Kwasi Sampene, and Robert Brenya. "Stimulating environmental performance through green human resource practice: Does green transformational leadership matter?" <i>Journal of Infrastructure, Policy and Development</i> 7, no. 1 (2023): 2127.</li> <li>3. Wiredu, John, Qian Yang, Shadi Saljoughipour, Paul Otoo, and Deborah Boateng. "Exploring Sustainable Supply Chain Management Practice and Environmental Performance: A Systematic Review Perspective." <i>Universal Journal of Carbon Research</i> 2 (2024): 1-18.</li> </ol>	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language/English quality is ok.	
<b>Optional/General</b> comments	Accept after the minor revision	

#### 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>
<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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