

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128448
Title of the Manuscript:	TECHNOLOGICAL INNOVATIONS DRIVING ENVIRONMENTAL ACCOUNTING: A SUSTAINABLE APPROACH A CORPORATE RESPONSIBILITY
Type of the Article	

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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>
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.	This manuscript is crucial for the scientific community as it addresses the significant role of technological innovations in enhancing environmental accounting practices. By exploring the impact of advanced technologies like big data analytics, artificial intelligence, and blockchain, the study provides valuable insights into how these tools can drive sustainability and corporate responsibility. The findings can help researchers, policymakers, and industry professionals understand the benefits and challenges of integrating these technologies, fostering more informed decisions and strategies for sustainable development. This research fills a critical gap in the literature, offering a comprehensive assessment that could guide future studies and practical implementations in the field	
Is the title of the article suitable? (If not please suggest an alternative title)	The title "Technological Innovations Driving Environmental Accounting: A Sustainable Approach to Corporate Responsibility" is quite suitable as it clearly conveys the focus on technological advancements and their impact on environmental accounting and sustainability. However, to make it more concise and engaging, an alternative title could be: "Tech-Driven Environmental Accounting: Enhancing Corporate Sustainability" This alternative title maintains the core message while being more succinct and focused.	

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<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 of the article is quite comprehensive and covers the key aspects of the study, including its objectives, the role of technological advancements, the research questions, and the hypotheses. However, here are a few suggestions for improvement: Clarity and Focus: Simplify some of the sentences to make the abstract more readable and focused. For example, the sentence "This paper aims to examine the influence of technology in the improvement of environmental accounting measures..." can be made more concise. Literature Context: Briefly mention the existing literature or gap that this study aims to address. This will help readers understand the relevance of the research. Methodology Mention: Include a brief mention of the methodology used in the study. This gives readers a sense of how the research was conducted. Key Findings: If available, a sentence summarizing the key findings or expected outcomes could enhance the abstract by providing a glimpse of the study's results. Remove Redundancy: There is some repetition regarding the impacts and objectives. Streamlining these points will improve flow. Here is a revised version incorporating these suggestions: Abstract This paper analyzes environmental accountability as a crucial aspect of business responsibility in today's world, highlighting the transformative role of technological advancements. By examining the influence of big data analytics, artificial intelligence, and blockchain on environmental accounting, this study explores how these technologies contribute to sustainable corporate responsibility. The research addresses key questions about the impacts, advantages, and disadvantages of these technologies and identifies managerial actions that can enhance environmental sustainability. Hypotheses suggest that technological developments improve the precision and effectiveness of environmental accounting practices, enhance organizational environmental performance, and bolster stakeholder confidence and corporate image. This study positions technology as the primary driver of change in environmental accounting and a critical tool for advancing corporate responsibility. These adjustments should enhance the abstract's clarity and comprehensiveness</p>	
<p>Is the manuscript scientifically, correct? Please write here.</p>	<p>Based on the provided sections of the manuscript, it appears to be scientifically correct. The manuscript includes a clear research design, appropriate data collection and analysis methods, and thorough discussion and interpretation of the results. Key elements such as the use of established statistical techniques (Pearson correlation coefficient and GLM), a well-defined sample, and a comprehensive analysis of the findings indicate a robust scientific approach.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references provided in the manuscript are relevant and cover key areas of environmental accounting and technological innovations.</p>	
<p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article are generally suitable for scholarly communication. The manuscript is clear and uses appropriate academic terminology, making it accessible to a scholarly audience. However, a few areas could benefit from minor improvements in clarity and conciseness to enhance readability and ensure the highest standards of academic writing. Here are some specific suggestions: Simplify Complex Sentences: Breaking down long and complex sentences into shorter, more straightforward ones can improve readability. Consistency in Terminology: Ensure consistent use of terms throughout the manuscript to avoid confusion. For example, consistently use either "environmental accounting" or its abbreviation "EA" after the first mention. Grammar and Syntax: A thorough proofreading to catch minor grammatical errors or awkward phrasings would be beneficial. This includes ensuring subject-verb agreement and correct use of articles and prepositions. Academic Tone: While the current tone is appropriate, occasionally revisiting and refining the text to maintain a formal and precise academic tone can enhance the overall quality. Avoid Redundancy: Remove any redundant phrases or repetitive information to keep the text concise and to the point. Overall, with these minor adjustments, the manuscript's language quality will be well-suited for scholarly communication.</p>	
<p>Optional/General comments</p>	<p>Overall, the manuscript provides a comprehensive and relevant study on the impact of technological innovations on environmental accounting and corporate sustainability</p>	

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

Reviewer Details:

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