

Review Form2

Book Name:	Business, Management and Economics: Research Progress
Manuscript Number:	Ms_BPR_2713
Title of the Manuscript:	RFID: The Silver Bullet towards Seamless Indian Petro Retail Customer Service
Type of the Article	Book chapter

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 minimumof 3-4 sentences may be required for this part.	The topic of the book chapter is interesting for the scientific community. The inclusion of technology to escalate customer experience in retail sector in the context of a developing nation is an important contribution.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title is suitable.	
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 adequate and contains key aspects of the manuscript.	
Are subsections and structure of the manuscript appropriate?	The structure of the sections is appropriate. However, the writing of introduction and methodology sections are weak.	
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 minimumof 3-4 sentences may be required for this part.	The paper has limitations in scientific correctness. The result and discussion section mention about the impact of RFID on customer, fuel station owners, and service proiders. However, there is no concrete evidence in the paper. Frequency distributions and percentages are very simple statistical methods to depict and support 'impact'. The researcher can conduct experimental research and compare the result of treatment group (retail outlet with RFID) with control group (retail outlet without RFID). Moreover, qualitative data through in-depth interview should be taken from all three parties regarding the usefulness of RFID. The researcher also overlooks the existence of other relevant variables that may enhance the sale of fuel.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :-	There are only 15 references in the manuscript. The author should add more references. The review of literature is very weak. Moreover, recent references should be added.	

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Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	English quality should be improved. The write up should be more academically rigorous.	
Optional/General comments	The topic of the manuscript is well. However, the researcher needs to apply experimental design with robust statistical tests. The introduction section should be more strong. More review of relevant literatures is essential.	

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?	(If yes, Kindly please write down the ethical issues here in details)	

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