

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

<u>Compulsory</u> 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 minimumof 3-4 sentences may be required for this part.	Researcher highlights the potential benefits of using RFID technology to improve customer identification and service differentiation at fuel stations, addressing existing gaps in enhancing customer experience. Technological advancements like AI, Big Data, and IoT have significantly impacted customer experience in general retail, petro retail in India lags behind in fully adopting such technologies, particularly in customer identification and recognition.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes 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.	Yes.	
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 minimumof 3-4 sentences may be required for this part.	This manuscript appears scientifically robust and technically sound due to its data-driven approach, utilizing sales volume and customer satisfaction data over a six-month period. The use of quantitative metrics, such as the 10.7% rise in fuel sales and over 17,000 customer registrations, provides a solid foundation for the findings. The integration of RFID technology and its measurable impact on customer experience, such as improved satisfaction rates and operational efficiency, is clearly documented through empirical evidence. Furthermore, the study addresses multiple stakeholder impacts—customers, fuel stations, and service providers—making it comprehensive and relevant to the petro retail sector.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	Yes. recent	

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Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments		

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)	

Reviewer Details:

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