

Review Form 2

Book Name:	Business, Management and Economics: Research Progress
Manuscript Number:	Ms_BPR_ 3803
Title of the Manuscript:	Do tips create market inefficiency? The case of restaurant industry
Type of the Article	Book chapter

PART 1: Review Comments

<u>Compulsory</u> 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 minimum of 3-4 sentences may be required for this part.	This paper investigates the economic implications of restaurant tipping, that is, whether such practices induce market distortions. The author uses consumer choice theory to demonstrate the effects of tipping on consumer behavior and concludes that tipping reduces the demand for restaurant meals, thereby causing a substitution effect favoring grocery shopping. This, therefore, leads to a deadweight loss, thus undermining overall market efficiency. The manuscript has a clear and systematic analysis that shows exactly how tipping distorts the price signal and harms consumer welfare. While the theoretical framework is highly strong, empirical validation could be made for the practical implications of findings for restaurant management. The manuscript, therefore gives a good theoretical background and a good insight into the restaurant management but needs some empirical study to validate the findings.	
Is the title of the article suitable? (If not please suggest an alternative title)	"The Economic Impact of Restaurant Tipping: Analyzing Market Inefficiency and Consumer Behavior"	
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, It is simple and easy to undersatand.	
Are subsections and structure of the manuscript appropriate?	Required a little more real life research.	
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.	The manuscript has a clear and systematic analysis that shows exactly how tipping distorts the price signal and harms consumer welfare.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -	Its Sufficient.	
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Yes. Excellant	
<u>Optional/General</u> comments	Go Ahead	

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PART 2:

	<u>Reviewer's comment</u>	<u>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)</u>
<u>Are there ethical issues in this manuscript?</u>	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

Reviewer Details:

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