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| Book Name: | **Information Management and Technology** |
| Manuscript Number: | **Ms\_BPR\_** **3347.2** |
| Title of the Manuscript:  | **Adopting business intelligence to tackle imperfect information and gain a competitive edge in the big data era** |
| Type of the Article | **Book chapter** |

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| PART 1: Review Comments |
| Compulsory 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 minimum of 3-4 sentences may be required for this part.** | Improving business intelligence and the problem of information failures in organizations, making quality decisions while using flow of quality information is crucial for the performance of an organization. This paper emphasizes the issue of ensuring that managers can develop BI reports and configure the BI system to report directly to them to improve business intelligence. In the qualitative research conducted as a case study we can see that senior managers still over-rely on information supplied by humans, often prone to manipulation and errors and they lack the technical skills to develop BI reports in the BI system. This paper proposes the stages an organization goes through to overcome this challenge which is the papers scientific 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 of the article is comprehensive. |  |
| **Are subsections and structure of the manuscript appropriate?** | **The manuscript has appropriate subsections and structure.**  |  |
| **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 is scientifically correct. The authors suggest the stages an organization has to go through to overcome the challenge of best ways to adopt business intelligence in order to overcome imperfect information and gain a competitive edge in the big data era. The subject is up to date.**  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | **The references are sufficient, but need to be updated with few the more recent ones. Different data types processed by artificial intelligence should be addressed also, so we suggest to consult the paper: Bajrami, B., Veljanovska, K., Kotevski, Z. Future Challenges for Object Detection and Image Recognition Techniques, XIII International Conference on Applied Internet and Information Technologies, October 13, 2023, Bitola and similar ones** |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The language has to be improved in terms of grammatical correctness.  |  |
| Optional/General comments |  |  |

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| **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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| **Reviewer Details:** |
| Name: | **Kostandina Veljanovska** |
| Department, University & Country | **University St Kliment Ohridski, Republic of N Macedonia**  |