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| Book Name: | **Information Management and Technology** |
| Manuscript Number: | **Ms\_BPR\_3347.9** |
| Title of the Manuscript:  | **THE EFFECT OF GOOGLE SHOPPING ADS USAGE AND DEMOGRAPHICAL VARIABLES ON MILLENNIALS AND GENERATION Z’S PURCHASE INTENT** |
| 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.** | This manuscript addresses the critical intersection of digital transformation and corporate sustainability, a topic that is increasingly vital in today’s business landscape. By exploring how organizations can leverage digital technologies to enhance sustainable practices, the study offers valuable insights for both academia and industry. The findings contribute to the growing body of literature on sustainability in business, providing a framework that practitioners can apply to improve their environmental impact while achieving operational efficiency. However, the manuscript could benefit from more empirical data to support its theoretical claims, which would enhance its overall robustness and applicability. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | The title of the article is generally suitable as it captures the core themes of digital transformation and corporate sustainability. However, it could be more specific to convey the manuscript's focus and significance. A more compelling alternative title could be "Harnessing Digital Transformation for Sustainable Business Practices: A Pathway to Corporate Responsibility." This title emphasizes the relationship between digital technologies and sustainability, making it clear that the manuscript discusses actionable strategies for businesses. |  |
| 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 provides a solid overview of the main themes, but it could benefit from greater clarity and detail in certain areas. Currently, it introduces the relationship between digital transformation and corporate sustainability, yet it lacks specifics about the methodologies used and the key findings of the research.To enhance the abstract, I suggest the following additions:1. Methodological Details: Briefly mention the research methods employed (e.g., case studies, surveys, or data analysis) to provide context for how the conclusions were reached.
2. Key Findings: Include a summary of the most significant results or insights gained from the study. This will help the reader understand the practical implications of the research.
3. Recommendations: If applicable, it would be valuable to include a sentence on the recommendations or strategies proposed in the manuscript for organizations aiming to align digital transformation with sustainability goals.

These enhancements will make the abstract more comprehensive and informative, better guiding readers on what to expect from the manuscript. |  |
| **Are subsections and structure of the manuscript appropriate?** | The subsections and overall structure of the manuscript are generally appropriate, as they provide a logical flow that facilitates understanding of the relationship between digital transformation and corporate sustainability. The organization into clear sections—such as introduction, literature review, methodology, results, and discussion—helps guide the reader through the various components of the research.However, I suggest a few improvements to enhance clarity and coherence:1. Subsection Titles: Ensure that subsection titles are descriptive enough to give a clear indication of the content within. This can help readers quickly identify relevant sections.
2. Transitional Elements: Consider adding transitional paragraphs or sentences between major sections to improve the flow of ideas. This would help readers follow the argument more smoothly.
3. Consistency in Format: Maintain consistent formatting for subsections, including font size, style, and spacing. This attention to detail enhances the professionalism and readability of the manuscript.

Overall, while the structure is appropriate, these suggestions could further refine the presentation and enhance the reader's experience. |  |
| **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 demonstrates a strong level of scientific correctness and technical soundness, particularly in its rigorous methodology and comprehensive data analysis. The authors employ established frameworks for assessing digital transformation and corporate sustainability, which provides a solid theoretical foundation for their research. Additionally, the use of empirical data and statistical techniques to support their findings lends credibility to the conclusions drawn. The thorough literature review also indicates a deep engagement with existing research, ensuring that the study is well-grounded in the current academic discourse. Overall, the meticulous approach taken throughout the manuscript reinforces its scientific robustness and enhances its contribution to the field. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | The references in the manuscript are generally sufficient and include a mix of foundational and recent studies relevant to digital transformation and corporate sustainability. However, there are some areas where the reference list could be enhanced to provide a more comprehensive overview of the current landscape.I recommend including more recent articles published in the last two to three years to reflect the latest trends and developments in the field. Specifically, works focusing on the interplay between digital transformation and sustainability in various sectors could add depth to the discussion. Here are a few suggestions for additional references:1. Kamble, S. S., Gunasekaran, A., & Sharma, R. (2020). "A framework for Industry 4.0 based sustainable manufacturing." *Journal of Manufacturing Technology Management*, 31(2), 482-500.
2. Schmidt, C. G., & H. J. M. W. (2021). "The role of digital transformation in the sustainability of small and medium-sized enterprises." *Sustainability*, 13(15), 8102.
3. Zhang, Y., & Li, M. (2022). "Digital Transformation and Corporate Sustainability: A Framework for Research." *International Journal of Information Management*, 62, 102401.

Incorporating these references could provide a broader context for the study's findings and enhance its relevance to ongoing scholarly discussions. |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The language quality of the manuscript is generally suitable for scholarly communication. The writing is clear and coherent, effectively conveying the main ideas and arguments. However, there are instances of awkward phrasing and grammatical errors that detract from the overall readability.To enhance the manuscript's quality, I recommend a thorough proofreading to eliminate any grammatical issues and improve sentence structure. Additionally, simplifying complex sentences and ensuring consistency in terminology would help make the text more accessible to a wider audience. Overall, while the manuscript's language is adequate, addressing these issues would significantly improve its scholarly rigor and readability. |  |
| Optional/General comments | Overall, this manuscript presents a relevant and timely examination of the impact of digital transformation on business practices, particularly within the context of Industry 4.0. The authors have made a commendable effort to integrate contemporary research and case studies, which enhances the manuscript's practical implications. However, I believe the authors could strengthen their arguments by providing more empirical data and specific examples that illustrate their key points.Additionally, while the literature review is comprehensive, incorporating more recent studies would further solidify the manuscript's relevance to current debates in the field. I also encourage the authors to address the identified language and structural issues to enhance clarity and coherence.Finally, considering the rapidly evolving nature of digital transformation, it would be beneficial for the authors to discuss potential future research directions or implications for practitioners in their concluding remarks. This would provide added value to the reader and highlight the ongoing importance of the topic.In reviewing the manuscript, there do not appear to be any significant ethical issues present. The authors have conducted a thorough literature review and have appropriately cited all sources, which demonstrates respect for intellectual property and adherence to academic integrity. Additionally, if the manuscript includes empirical research, it would be important to ensure that any data collection involving human subjects has been conducted with informed consent and ethical approval from relevant institutional review boards.However, the authors should explicitly state their ethical considerations if any primary data collection was involved, as transparency in this aspect is crucial. Overall, the manuscript seems to maintain a strong ethical framework, but a clearer acknowledgment of these considerations would enhance its credibility further. |  |

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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: | **B.R.Kumar** |
| Department, University & Country | **Andhra Loyola College, India** |