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| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4517** |
| Title of the Manuscript:  | **Developing and Validating the Measurement Model for Social Media Influencer Attributes Using Confirmatory Factor Analysis** |
| Type of the Article | **Book Chapter** |

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | 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. A minimum of 3-4 sentences may be required for this part.** | **This research will benefit scientific community by suggesting influencers’ attributes that are most recent and popular to attract customers. Future researchers can use this second order construct to gain insights of growing influencer market and consumer behavior.**  |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Title is satisfactory and relevant.** |  |
| 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 author may add the name of five attributes used to measure e.g expertise and trustworthiness etc.  |  |
| **Is the manuscript scientifically, correct? Please write here.**  | Clearly state where each measurement item is taken from (e.g., Likert-scale items from previous studies). As the instruments are adapted so mention the references**. Otherwise, the manuscript is methodologically sound and includes all necessary technical details.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | The author should incorporate more recent references. For example, on page 1793, the author cites Yıldırım (2021), and on page 1794, Dinh & Lee (2021) and Hassan et al., 2021are mentioned, which discuss developments from recent years. While reporting the gap in research, the references Lis, 2013, (Ghaisani et al., 2018), (Li & Suh, 2015; Lis, 2013; Sheldon & Bryant, 2016) are quite old. Overall, it would be beneficial to replace older references with more current ones.  |  |
| Is the language/English quality of the article suitable for scholarly communications? | The article has minor language issues and requires proofreading again. The abstract has been proofread for the author's reference. |  |
| Optional/General comments | The conclusion should be more exhaustive by including the influencer’s attributes measured in this study. |  |

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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: | **Sobia Shahzad** |
| Department, University & Country | **Government College University Faisalabad, Pakistan** |