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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.** | **Social Media Influencer marketing is of current importance for scholars and practitioners. As there’s a growing number of self-proclaimed social influencers, research need now focus on how to harness this immense growth and profitabilitiy potential. Hence, this research would be useful for practitioners as it provides them with practical attributes to strategize around.**  |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Yes, it seems appropriate. Covers the main areas of the paper.**  |  |
| 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. | **Overall, it’s a good abstract. Only addition can be in the findings to include key aspect of the proposed model.**  |  |
| **Is the manuscript scientifically, correct? Please write here.**  | **I think so. Only, I don’t see the exact model being validated and proposed. A diagram would be useful here to summarise the model. Not just the factor analysis.**  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | **Yes, No problems there.**  |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes. It is suitable.  |  |
| Optional/General comments | I would like to have the porposed model diagram shown clearly in the manuscript. So future researchers can expand on this research more easily.  |  |

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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: | **Uzma Zaidi** |
| Department, University & Country | **Amity University, United Arab Emirates** |