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| Book Name: | [Business, Management and Economics: Research Progress](https://www.bookpi.org/bookstore/product/business-management-and-economics-research-progress-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_** **3450** |
| Title of the Manuscript:  | **Assessing Municipal Reputation in South Africa: A Quantitative Exploration of Stakeholder Perceptions in Amahlathi Local Municipality** |
| 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.** | I like the manuscript because the author is seeking to generate evidence on the factors that are responsible for the poor performance of municipal governments in South Africa in general and the ALM, in particular.Further to this is the author’s choice of research design.A sample size of 328 respondents and a response rate of over 85% using regression analysis , makes a strong case for reliability and validity. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | I recommend that the author considers tweaking the title to highlight the central construct in the study. The central construct in the study is ‘reputation’. Thus, **‘A Quantitative Exploration of the Reputational Equity(RE) of Amahlathi Local Municipality in South Africa’**. RE is the time-mediated, impressions which stakeholders hold of an organisation. Hence, the repetition of words such as ‘stakeholders’ and ‘perception’ in the title may not convey any added value to the script.. |  |
| 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 is under 200 words. At the end of the second line in the abstract, the author can add the use of stakeholder theory as the study’s underpinning framework of analysis.It may also help for the author to succinctly add the research question to which the research objectives are addressed. |  |
| **Are subsections and structure of the manuscript appropriate?** | Yes. The subsections look appropriate to me as they support the flow of the author’s logic on the subject of inquiry.  |  |
| **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 author clearly identified the research theme and articulated three research objectives to support the research theme. Then, the author makes research design decisions that highlight the paucity of research around the theme of this study and thus, makes methodological decisions which reinforce the objectives of the study. The use of deductive reasoning to data collection and analysis reinforced the quantitative design of the study.  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | My recommendation is that this author needs to revisit this section of this article. While this article appears to be a novel study in the sense that no other study had investigated stakeholder impressions of ALM of South Africa, the author has not not engaged sufficiently with extant research. As the author draws on the paucity of research on the reputation of ALM, drawing on extant literature which has empirical evidence on the performance of ALM becomes an imperative. Thus, the author can draw on such reports as the Governance Performance Index Report of 2021 to highlight the fact that ALM ranked 150 out of 205 municipalities in South Africa in 2021( [https://digitalmallblobstorage.blob.core.windows.net/wp-content/2021/10/Governance\_Performance\_Index\_ZAR\_2021.pdf)](https://digitalmallblobstorage.blob.core.windows.net/wp-content/2021/10/Governance_Performance_Index_ZAR_2021.pdf%29). This performance, thus, builds the foundation for the author’s exploration of the RE of ALM and the contributions of intervening variables such as trust, service delivery and service quality, corruption perception, and citizens’ perception of information access at ALM. Other recent sources that that can support the lit review section include Masiya et al.(2021) Factors affecting the performance of South African municipal officials : stakeholders’ perspectives[**http://hdl.handle.net/2263/83398**](http://hdl.handle.net/2263/83398) |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | Yes |  |
| Optional/General comments | This manuscript has the qualities of a good work.However, the author may consider revising research objective number 3.**To evaluate the relationship between Amahlathi Local Municipality's reputation and stakeholder perceptions of its effectiveness, exploring how factors such as access to information, corruption.** This objective in its current form packs lots of variables on one hand. On the other hand, it looks vague. Evaluating the relationship between reputation and stakeholder perception is like seeking to understand how reputation influences perceptron and vice-versa.What if the author considers such rewording suggestions such as :**To assess the factors that influence the reputation of ALM.** While the first two research objectives are specific to trust and service delivery, respectively, the suggested third objective,focuses on understanding the totality of factors that influence municipal reputation and their relative strengths. One way of assessing this is to use semantic differential scales to gauge the comparative influence of a series of factors(access to information, corruption perceptron,service delivery, infrastructure culture, geography, etc) on the reputation of ALM. The emergent insight would provide municipal managers and chief marketing officers evidence on the priority areas of reputational management. |  |

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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: | **Ozioma Ikonne** |
| Department, University & Country | **The Gambia University of Applied Science, Engineering and Technology(USET), The Gambia** |