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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.** |  |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** |  |  |
| 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. |  |  |
| **Are subsections and structure of the manuscript appropriate?** |  |  |
| **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.** |  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** |  |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? |  |  |
| Optional/General comments |

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| **Reviewer 1** | **Reviewers’ Comments/Remarks** | **Page** | **Paragraph** |
| **Introduction*** *Introduce the research framework sufficiently*
* *Focus on the significance of the study*
 | You should have stated at the beginning of the paragraph (and the title of the article) that the article is included in the realm of Municipal Reputation in South Africa. When readers read the title and opening paragraphs, their perception is that you are researching Municipal Reputation in South Africa The introduction provides context on municipal challenges in South Africa but could benefit from a more focused and concise presentation of the specific issues the study addresses. The link between municipal reputation, public trust, and stakeholder perceptions should be clarified to emphasize the study's significance. | 1-2 | 1-4 |
| **Literature****Review*** *Thoroughness*
* *critical writing*
* *provide both positive and negative tone*
 | literature review covers relevant theories and background information but lacks critical engagement with prior studies. The theoretical discussion could be more organized to connect the research framework to the study’s hypotheses.Enhance the review by structuring it to flow logically from general issues in municipal reputation to specific variables (e.g., service quality and trust). Add both positive and negative perspectives on previous studies, and clarify how these theories justify the chosen research framework. | 4-7 |  |
| **Methodology*** *appropriateness and rigorousness*
* *justification for all techniques*
 | The methodology section could be more concise and provide better justification for the quantitative approach. Additionally, the rationale behind using a survey and sample size determination lacks elaboration.Summarize the methodology with a focus on the sampling technique, data collection, and analysis method. Justify why a quantitative approach suits the study objectives and ensure clarity on reliability and validity measures for the questionnaire. Mention the theoretical basis, if applicable, for using quantitative analysis in exploring municipal reputation. | 4 |  |
| **Research****Findings*** *Professionalism in the presentation (well presented/well explained)*
 | While the findings provide valuable insights, the explanation could be expanded to link back to the research questions. More analysis is needed to interpret the data meaningfully rather than briefly describing survey results.Strengthen this section by explicitly connecting findings to each research objective. Discuss any unexpected results or patterns that emerged and how these findings answer the research questions, potentially with reference to the literature reviewed. | 8-18 |  |
| **Implications to****Practice*** *How the study contributes to the journal’s aims*
 | The implications are briefly mentioned without clearly tying them to managerial insights. They should address practical applications for municipal managers and policymakers.Elaborate on actionable implications for ALM’s management. Offer practical recommendations that could help improve ALM’s reputation through policy adjustments or stakeholder engagement strategies. | 20 |  |
| **Implications to****Academic*** *Theoretical contributions – to the theory and research streams*
 | The implications for academics are underdeveloped and do not sufficiently discuss contributions to theory.Strengthen this section by discussing the study’s contribution to understanding municipal reputation, particularly in the South African or emerging markets context. Connect these implications to the research gap and how this study advances the current understanding of reputation management and stakeholder theory. | 20 |  |
| **Others/****Overall** | The manuscript generally addresses the research objectives but could benefit from clearer organization and more critical engagement throughout. Additionally, the title could be more specific to the main themes of municipal reputation and stakeholder perceptions. "For better clarity and adherence to standard academic structure, I suggest reorganizing the manuscript sections in the following order:* **Introduction**
* **Objectives**
* **Literature Review**
* **Methodology**

Currently, the manuscript places the Methodology section before the Literature Review. Typically, the Literature Review should precede the Methodology, as it establishes the theoretical and empirical foundation for the study, allowing readers to understand the background and rationale before delving into the research methods. Reordering these sections will improve the logical flow and ensure that readers are well-prepared with relevant literature before encountering the study's methodology.I recommend moving the Literature Review section to follow directly after the Objectives section. This adjustment will enhance readability and align the manuscript with conventional academic structure."As this is a quantitative study, it would be beneficial to include specific hypotheses based on the literature review, particularly if the study aims to examine relationships or differences among variables. Hypotheses help clarify the expected outcomes and guide statistical testing.Currently, the results are organized into themes, which is more typical of qualitative analysis. Consider revising this to a structure that aligns with the quantitative approach by focusing on measurable variables and their relationships. Alternatively, if this is an exploratory study, clearly state that research questions are guiding the analysis instead of hypotheses. |  |  |

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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: | **Rabaatul Azira Binti Hassan** |
| Department, University & Country | **Universiti Teknologi MARA Kelantan Branch, Malaysia** |