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| Book Name: | [New Ideas Concerning Arts and Social Studies](https://www.bookpi.org/bookstore/product/new-ideas-concerning-arts-and-social-studies-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_5203** |
| Title of the Manuscript:  | **A COMPARATIVE STUDY ON CORPORATE SOCIAL RESPONSIBILITY BETWEEN TWO SELECTED COMPANIES IN INDIA** |
| Type of the Article | **BOOK CHAPTER** |
| 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 article highlights about the various aspects of CSR (meaning, statutory requirements, applicability and various activities covered under CSR). It compares the CSR activities of 2 companies in the FMCG sector. The article is relevant in understanding how the two companies are catering to the CSR needs of the statute and what better they can do to improve the quality of CSR activities. This article will be useful for both, the companies as well as regulators for better output. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | Title is suitable. Based on the study and data, No changes required in the 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. | Abstract should have atleast 5 in text citations (possibly from recent published sources). Findings and Discussion should be avoided in the abstract. Keywords should be restricted to maximum 3-4. Research Methodology should be briefly highlighted. |  |
| **Is the manuscript scientifically, correct? Please write here.**  | Research Question 1 is not clear and hence not correctly analysed. Impact is a qualititative variable and hence need to be measured through proper statistical tests (SEM etc.)Questionaire needs to be properly validated (by proper tools) as questions seems not appropriate as per research needs.Objective 1 may either be removed or rephrased to meet research needs and better output.Data Analysis may be strengthened considering the type of data availableDiscussion, Conclusion and Suggestions should be more elaborated and in detail with respect to findings in all objectives |  |
| **Are the references sufficient and recent?****If you have suggestions of additional references, please mention them in the review form.** | Research Methodology needs restructuring and formatting. Number of references are less (only eight). Atleast 20 Recent (after 2019) references to be included with in text citations for better visibility and readership. |  |
| Is the language/English quality of the article suitable for scholarly communications? | The language is decent for a basic level scholarly article. However it is desirable to check for grammar and other vocab related issues which are evident at few some places. |  |
| Optional/General comments | Overall the article is good subject to changes in objective 1 and related data analysis changes along with questionnaire reframing. More areas of CSR can be considered for forming a robust opinion on CSR and its impact. |  |

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| **PART 2:**  |
|  | Reviewer’s comment | Author’s comment *(if agreed with the 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 detail)* |  |

**Reviewer details:**

**Jigar Rupani, CHRIST University, India**