

Review Form 3

Journal Name:	Journal of Engineering Research and Reports
Manuscript Number:	Ms_JERR_129819
Title of the Manuscript:	Continuous Data Quality Improvement in Enterprise Data Governance: A Model for Best Practices and Implementation
Type of the Article	

General guidelines for the Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
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.	<p>The manuscript makes a significant contribution to the field of enterprise data management. It proposes a comprehensive model for Continuous Data Quality Improvement (CDQI), emphasizing the integration of advanced technologies and governance frameworks to maintain high data quality standards. The work is relevant for practitioners and researchers focused on optimizing enterprise data governance and enhancing organizational decision-making capabilities.</p> <p>Key strengths of the manuscript include:</p> <ul style="list-style-type: none"> - A well-defined CDQI model integrating technologies like AI and real-time monitoring. - A structured approach for aligning data quality improvement with governance policies. - Practical recommendations addressing data inconsistency, redundancy, and inaccuracy issues. 	
Is the title of the article suitable? (If not please suggest an alternative title)	<p>The current title effectively captures the scope of the study but could be slightly refined for precision and clarity. I suggest: "A Model for Continuous Data Quality Improvement: Strengthening Enterprise Data Governance Frameworks."</p> <p>However, the authors may wish to retain the original title if they believe it better aligns with their intended audience and scope.</p>	
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.	<p>The abstract is comprehensive and provides an adequate overview of the study. No significant changes are required, although emphasizing specific objectives and results could enhance clarity.</p>	
Is the manuscript scientifically, correct? Please write here.	<p>The manuscript is scientifically accurate and well-researched. It effectively discusses key concepts such as enterprise data governance, challenges in data quality management, and the CDQI model.</p>	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	<p>The claims are supported by sufficient references, which are relevant and up-to-date.</p>	

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Is the language/English quality of the article suitable for scholarly communications?	The manuscript requires grammatical corrections and consistency in academic tone. Examples of necessary changes: "Data software are available" → "Data software is available." Replace informal phrases like "nice little bells and whistles" with formal terminology.	
Optional/General comments		

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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