

Review Form 3

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| Journal Name:            | Asian Journal of Economics, Business and Accounting   |
| Manuscript Number:       | Ms_AJEBA_131397   |
| Title of the Manuscript: | Awareness of Privacy Law Among Supermarket Owners: A Study of Video Surveillance Practices in Dar es Salaam, Tanzania |
| Type of the Article      | Original Research Article   |

PART 1: Comments

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|   | <b>Reviewer's comment</b><br><b>Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.</b>   | <b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
| <b>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.</b> | This manuscript is valuable to the scientific community as it explores the critical issue of privacy law awareness among supermarket owners in Tanzania, specifically in the context of video surveillance. This study highlights the gap between surveillance practices and legal compliance, providing empirical insights that can guide policymakers, legal experts, and retail stakeholders. By employing qualitative research methods this study offers a deeper understanding of real-world legal applications, aligning with legal realism theory. The findings contribute to global discussions on privacy rights and data protection, particularly in developing economies where legal enforcement may be weaker. Furthermore, the recommendations presented in the study can inform future regulatory frameworks and awareness programs. |  |
| <b>Is the title of the article suitable? (If not please suggest an alternative title)</b>   | The current accurately reflects the study's focus on privacy law awareness and video surveillance practices in a specific geographic location. It can be improvised.<br><u>Suggested title:</u><br>"Video Surveillance and Privacy Law Compliance: Insights from Supermarkets in Dar es Salaam, Tanzania"  |  |
| <b>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.</b>      | The abstract effectively summarizes the study by covering key elements such as the research problem, methodology, findings, and recommendations. However, there are areas for improvement in terms of clarity, conciseness, and completeness.<br><u>Suggestions:</u> <ul style="list-style-type: none"><li>Briefly mention whether previous studies have addressed this issue and how this research extends or challenges existing knowledge.</li><li>The abstract mentions structured interviews with 60 respondents, but no details on data analysis are provided</li><li>Conclude with a sentence about how these findings contribute to policy discussions or privacy law enforcement.</li></ul>   | Incorporated   |
| <b>Is the manuscript scientifically, correct? Please write here.</b>  | The manuscript appears to be scientifically sound in its research focus, methodology, and discussion of privacy law in relation to video surveillance practices in Tanzanian supermarkets. However, some areas could be improved for stronger scientific consistency like: <ul style="list-style-type: none"><li>Discussing ethical considerations</li><li>Strengthening comparisons with global privacy laws</li><li>Providing some quantitative data or validation techniques</li></ul>  | Incorporated   |
| <b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>                              | The references in the manuscript appear largely sufficient and relatively recent, with most sources from 2021–2025, making them relevant for a study on privacy law and surveillance practices. Additional review may include and not limited to the following:-<br>Makulilo, A. B. (2022). "Data Protection Law in Africa: International Contexts and Comparative Perspectives." Springer. <a href="https://doi.org/10.1093/idpl/ips014">https://doi.org/10.1093/idpl/ips014</a><br>Lyon, D. (2021). "Surveillance Studies: A Global Perspective." Cambridge University Press, <a href="https://journals.library.ualberta.ca/cjs/index.php/CJS/article/view/2004/1425">https://journals.library.ualberta.ca/cjs/index.php/CJS/article/view/2004/1425</a>  | Incorporated   |

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|   | Solove, D. J. (2020). "The Myth of the Privacy Paradox." Harvard Law Review, 133(5), 1140-1203. <a href="https://dx.doi.org/10.2139/ssrn.3536265">https://dx.doi.org/10.2139/ssrn.3536265</a>  |              |
| Is the language/English quality of the article suitable for scholarly communications? | The manuscript is generally well-structured and relevant for scholarly communication, but it requires improvements in grammar, clarity, and academic tone. There are several grammatical errors, redundancies, and informal phrases that should be revised for conciseness and precision. To enhance its suitability for publication, the manuscript should undergo thorough proofreading, formalization of language, and removal of redundant phrasing. | Incorporated |
| Optional/General comments   | The manuscript presents a valuable study on privacy law awareness among supermarket owners, addressing a critical issue in data protection and surveillance practices. However, it requires improvements in language clarity, academic tone, and methodological depth to enhance its scholarly rigor and impact.   | Incorporated |

PART 2:

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|  | 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) |   |