Review Form 3

Journal Name:	**Asian Journal of Economics, Business and Accounting**
Manuscript Number:	**Ms_AJEBA_131200**
Title of the Manuscript:	**Evaluating strategic performance based on measuring productivity linked to profit : A case study in the Iraqi Company for Engineering Works**
Type of the Article	**Research**

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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.	The research aims to show strategic performance based on measuring productivity is linked to Profit	
Is the title of the article suitable? **(If not please suggest an alternative title)**	The title is not very clear, needs to be recast. Evaluating strategic performance based on measuring productivity linked to profit are not clearly connecting. This has made the manuscript a little confusing with back-and-forth statements. I suggest the titled be recast to 1. The Role of Productivity on the Relationship between Strategic Performance and Profit, or 2. The Role of Strategic Performance on the Relationship between Productivity and Profit	
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 findings must reflect the objective(s) of the study, and should also include recommendations of the study	
Is the manuscript scientifically, correct? Please write here.	No, the manuscript seems to lack a logical flow. There is no clear format on the flow, lacks proper referencing which brings in the possibility for plagiarism, there is no clear connection between the research title, research objectives, findings and conclusion; some sections do not reflect the title given to the section, numbering style is not recommendable, data collection and analysis procedure not clear, and the research gap is not clear. It is also very difficult to connect the logic between paragraphs or sections, and the way the literature is written, it is still unclear how it relates to the objectives of the study	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Not satisfactory. There is a big list of references which you cannot tell how or where in the manuscript they were used, only a few were cited with improper citation. Li	
Is the language/English quality of the article suitable for scholarly communications?	It may require a proof reader. There is poor connection between sentences or paragraphs	
Optional/General comments	The manuscript need rework under a very clear format, which is completely missing **PLEASE SEE ATTACHMENT**	

	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)*	

Reviewer Details:

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