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| Journal Name: | [**Journal of Economics, Management and Trade**](https://journaljemt.com/index.php/JEMT) |
| Manuscript Number: | **Ms\_JEMT\_135028** |
| Title of the Manuscript: | **EFFECT OF INFORMATION TECHNOLOGY ON PRODUCT MANAGEMENT: A CASE STUDY OF SUPERMARKETS IN LAGOS STATE, NIGERIA** |
| Type of the Article | **Short Research Article** |

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| **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.** | A Contemporary research topic with variables qualifying as enablers to retailers in stiff retail competition. The relationships between IT adoption and key product management indicators (inventory accuracy, stock rotation, product availability, and customer satisfaction) are significant to supermarket operations. The highlighted IT adoption and key product management indicators need to be amplified in the study analysis. Tables titles could be paraphrased away from the questionnaire questions. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The topic does not summarize the article. It could be refined **to** EFFECT OF INFORMATION TECHNOLOGY ON PRODUCT MANAGEMENT OF SUPERMARKETS IN LAGOS STATE, NIGERIA. | I wouldn't go with the proposed title because dropping "a case study" makes it less clear that the research is focused on a specific context. |
| **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 abstract is comprehensive. However it could be improved by summarising the content in most sections | Noted |
| **Is the manuscript scientifically, correct? Please write here.** | The manuscript is scientific. Much of the improvement to significantly support it are attached on the main document in the sections. | Ok |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | References are sufficient. |  |
| **Is the language/English quality of the article suitable for scholarly communications?** | The English language used is standard | Thanks |
| **Optional/General** comments | The article could be improved by aligning the inferences and the main issues (inventory accuracy, stock rotation, product availability, customer satisfaction and IT. Moreover, the specific names of the supermarkets could come out together with their market share and concentration. | Ok |

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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)* |  |