

Manuscript: **“The Influence of Electronic Personalization on Performance of Three to Five-Star Hotels in Kenya”**

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The title of the manuscript defines clearly the content, though not attractive, it is descriptive. No further changes are recommended.

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The abstract includes the objective of the research, the methodology used (descriptive statistics) and the results of the study. No further changes are recommended.

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The numbering of the headings do not follow the right sequence. For instance after 1.1 Problem Statement jumps to 1.3 Research Objectives and Justification. It repeats the same error in the whole body. Please number them correctly.

**The study METHODS are explained clearly.**

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The methodology used is a common yet not a unique methodology. However, it fits with the purpose.

**The body of the paper is clear and does not contain errors.**

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The body of the paper needs to re-numbered.

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Conclusion is accurate and supported by the content.

**The list of REFERENCES is comprehensive and appropriate.**

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Each in-text citation has to be included in the list of references and vice versa.

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The author/s could include references from 2020 and 2021 to keep it more up to date as this topic is vastly researched by scholars.

Please insert the in-text citation for the references:

Alatalo, T., & Siponen, M. (2001). Addressing the e-personalizationparadox in the development of electronic commerce systems.In post-proceedings of the E-business research forum (eBRF).Tampere, Finland.

Mittal , B., & Lassar, W. M. (1996). "The role of e-personalizationin service encounters". Journal of Retailing, 72(1), 95-109

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- 2
- 3
- 4
- 5

**Overall Recommendation!!!**

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- Accepted, no revision needed
- Accepted, minor revision needed
- Return for major revision and resubmission
- Reject

**Comments and Suggestions to the Author(s):**