

Paper: “Qualitative Approach for the Design Stage of a Performance Measurement System to Increase Gross Profit in Restaurants. Case Study: Hard Rock Cafe Mexico Restaurants”

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Peer review:

Reviewer 1: Arlinda Ymeraj
European University of Tirana, Albania

Reviewer 2: Satish Kumar
Dire Dawa University, Ethiopia

Reviewer 3: Nebert Mandala
School of Business, University of Nairobi, Kenya

Reviewer H:
Recommendation: Revisions Required

The TITLE is clear and it is adequate to the content of the article.

The title is clear and well related to the results

The ABSTRACT clearly presents objects, methods, and results.

This is clear

There are a few grammatical errors and spelling mistakes in this article.

Yes and have made some tracked changes and comments in the document attached

The study METHODS are explained clearly.

This are adequately explained

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

Ok

The CONCLUSION or summary is accurate and supported by the content.

Ok

The list of REFERENCES is comprehensive and appropriate.

This is ok

Please rate the TITLE of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the ABSTRACT of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the LANGUAGE of this paper.

[Poor] 1-5 [Excellent]

3

Please rate the METHODS of this paper.

[Poor] 1-5 [Excellent]

4

Please rate the BODY of this paper.

[Poor] 1-5 [Excellent]

3

Please rate the CONCLUSION of this paper.

[Poor] 1-5 [Excellent]

3

Please rate the REFERENCES of this paper.

[Poor] 1-5 [Excellent]

5

Overall Recommendation!!!

Accepted, minor revision needed

Comments and Suggestions to the Author(s):

Reviewer O:
Recommendation: Revisions Required

The TITLE is clear and it is adequate to the content of the article.

The title is adequate, pertinent to the article, clear and concise.

The ABSTRACT clearly presents objects, methods, and results.

The abstract clearly presents objects, methods and results. It contains all necessary components to familiarize the audience with the content of the article.

There are a few grammatical errors and spelling mistakes in this article.

As far as I can assess, there are no neither grammatical errors nor spelling mistakes in this article.

The study METHODS are explained clearly.

The study methods are explained very clearly. More over, it is a very interesting qualitative research method adopted, relevant to the selected topic.

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

The body of the paper is designed in a clear manner. However, it is very long, contains many tables and seem more than a PhD paper rather than an article. If some parts of the article would be shorten, summarizing the ideas, the reading of the article would be more pleasant and effective. detailed comments are formulated into the article.

The CONCLUSION or summary is accurate and supported by the content.

Despite the fact that the section of conclusion is called "Discussion", the content is accurate and supported by the content, however, it is very long and needs to be shorten, summarizing key observations. The change of the title of the section is also suggested (please see detailed comments into the article)

The list of REFERENCES is comprehensive and appropriate.

Comprehensive and appropriate

Please rate the TITLE of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the ABSTRACT of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the LANGUAGE of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the METHODS of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the BODY of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the CONCLUSION of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the REFERENCES of this paper.

[Poor] **1-5** [Excellent]

Overall Recommendation!!!

Accepted, minor revision needed

Comments and Suggestions to the Author(s):

The article is very interesting, developed in a clear and relevant manner. the topic is also of broad interest, due to the role of restaurant's business into the overall economic and social development. It is also very pleasant to read and understand key messages, well designed by the authors. However, the article is too long, rich in details, unnecessary for general audience. The conclusions as well has to be clearly emphasized.

Reviewer P:

Recommendation: Resubmit for Review

The TITLE is clear and it is adequate to the content of the article.

Yes.the title is clear and specific to the content

The ABSTRACT clearly presents objects, methods, and results.

The abstract is clear

There are a few grammatical errors and spelling mistakes in this article.

The grammar requires improvement. There is a need to check the grammatical errors once again. The language (words used) require improvement in certain places

The study METHODS are explained clearly.

The study methods are clearly explained. There is a need too explain clearly (in simple language) the performance measurements such as Balance scorecard, Performance prism and. Kanji's Business Excellence measurement system and the reason for choosing the method. Rework is required in this area. How are the above concepts applied in the study.

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

There is clarity in the initial stages of the article. As a reader go deep into the subject, several abbreviations used confuses the reader. More clarity is required in the application of concepts. Detailed analysis is required. Every concepts require data to be tested,verified and validated in order to measure objectives and achievements.

The CONCLUSION or summary is accurate and supported by the content.

In depth analysis is required as to how the results were achieved. Tables 3 to 20 require more clarity. Elaborate how the concepts of performance measurements have been applied in the study. 'Discussion' has to be linked to a detailed analysis of the study. It appears that the discussion (3 pages) and conclusion have been combined together. There is a need to clearly specify the conclusion from this study, the outcome of this study and how this study can help in expanding the study for further research.

The list of REFERENCES is comprehensive and appropriate.

References are appropriate

Please rate the TITLE of this paper.

[Poor] 1-5 [Excellent]

4

Please rate the ABSTRACT of this paper.

[Poor] 1-5 [Excellent]

4

Please rate the LANGUAGE of this paper.

[Poor] 1-5 [Excellent]

3

Please rate the METHODS of this paper.

[Poor] 1-5 [Excellent]

3

*Please rate the **BODY** of this paper.*

[Poor] **1-5** [Excellent]

3

*Please rate the **CONCLUSION** of this paper.*

[Poor] **1-5** [Excellent]

2

*Please rate the **REFERENCES** of this paper.*

[Poor] **1-5** [Excellent]

4

Overall Recommendation!!!

Return for major revision and resubmission

Comments and Suggestions to the Author(s):

Please specify how this study can be translated from concept to reality. Tables 1 and 2 provide actual data (in terms of revenue and gross profits respectively). Cant we not use these data for further analysis in figure 4 and tables 3 to 21. In practice, it is important to support the concepts by actual figures to be realistic. Please avoid using abbreviations as much as possible since too many abbreviations confuse the reader.
