Paper: **"Omnichannel Integration and Performance of Large-Scale Retail Stores in Nairobi City County, Kenya"**

Corresponding Author: Simon Kanoga

Peer review:

Reviewer 1: Angela Mucece Kithinji
University of Nairobi, School of Business,
Department of Business Administration, Nairobi, Kenya

Reviewer 2: James Gatauwa
Kenya Methodist University, School of Business, Nairobi, Kenya

Reviewer 3: Blinded

Reviewer A:
Recommendation: Revisions Required

The TITLE is clear and it is adequate to the content of the article.
Scope. Is it omnichannel integration or omnichannel retailing? From the paper the concept omnichannel integration is part of omnichannel retailing. Please clarify the title appropriately depending on what your focus is which appears to be omnichannel retailing.
The ABSTRACT clearly presents objects, methods, and results.
Improve on the abstract to include data collection, analysis and results
There are a few grammatical errors and spelling mistakes in this article.
Edit the whole Manuscript. The last paragraph in literature review is stating authors and words. Improve on those statements so that they include what was studied and what they found out. Last sentence in last-but-one paragraph in Literature Review is not complete.
The study METHODS are explained clearly.
Summarise research design to data analysis under section Research Methodology
The body of the paper is clear and does not contain errors.
Key words: Include the real key words
Introduction: What is omnichannel retailing and integration? The concept of omnichannel integration is not well-brought out in the introduction
Research Problem: Importance of omnichannel integration and how it can impact on performance is not articulated. Its status in Kenya retail sector and how it is a problem that requires to be studied. Include studies done in this area and research gap
Literature Review: Edit
Substitute theories with theoretical review and discuss the theories that were used in this study in paragraphs. The last paragraph under UTUAT is poorly discussed. What is this paragraph expected to achieve?
RBV is well discussed.
Summarise Research Design to Data Analysis under one section Research Methodology
Resesults and Discussion: Explain the values in the table VI of the Empirical Model Coefficients

c
The CONCLUSION or summary is accurate and supported by the content.
Conclusions are not articulated neither are they included.
End the section on conclusions with limitations and suggest areas for further research so that what you have as limitation and future research paragraph becomes the final paragraph in this section.
The list of REFERENCES is comprehensive and appropriate.
Edit
If books state publishers for example, serial number 7, 16, 20 (is okey), 28 and 31.
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]
4

Please rate the METHODS of this paper.
[Poor] **1-5** [Excellent]
2

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]
4

Overall Recommendation!!!
Accepted, minor revision needed

Comments and Suggestions to the Author(s):
The authors need to have a glimpse of the required structure of the articles for your Journal.
These authors donot appear to have a clue of what is required of Publications of ESJ Journals
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Reviewer C:
Recommendation: Accept Submission

The TITLE is clear and it is adequate to the content of the article.
it is clear and adequate.
The ABSTRACT clearly presents objects, methods, and results.
The objects should clearly mention the specific objectives while the methods should capture the type of regression model used. The results are fairly okay.
There are a few grammatical errors and spelling mistakes in this article.

There is room for improvement.

The study METHODS are explained clearly.

They are well explained.

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

The body is okay.

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

The conclusion is clear. However, some citations can be added as to whether the study findings concur or differ with findings from empirical literature.

The list of REFERENCES is comprehensive and appropriate.

Fairly well done. However, capture the volume, issue and page numbers for Ferreira & Ferreira (2024).

Please rate the TITLE of this paper.

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

4

Please rate the ABSTRACT of this paper.

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

3

Please rate the LANGUAGE of this paper.

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

4

Please rate the METHODS of this paper.

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

4

Please rate the BODY of this paper.

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

4

Please rate the CONCLUSION of this paper.

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

3

Please rate the REFERENCES of this paper.

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

4

Overall Recommendation!!!

Accepted, minor revision needed

Comments and Suggestions to the Author(s):

The paper is well authored save for the minor comments.