ESJ *Manuscript Evaluation Form*

This form is designed to summarize the manuscript review that you have completed and to ensure that you have considered all appropriate criteria in your review. Your review should provide a clear statement, to the authors and editors, of the modifications necessary before the paper can be published or the specific reasons for rejection.

Please respond within the appointed time so that we can give the authors timely responses and feedback.

NOTE: ESJ promotes review procedure based on scientific validity and technical quality of the paper (not perceived the impact). You are also not required to do proofreading of the paper. It could be recommend as part of the revision.
ESJ editorial office would like to express its special gratitude for your time and efforts. Our editorial team is a substantial reason that stands ESJ out from the crowd!

Reviewer Name:	Email:
Date Manuscript Received:	Date Manuscript Review Submitted:
Manuscript Title: **INFORMATION QUALITY, INFORMATION SYSTEMS SUPPORT CAPABILITY AND PERFORMANCE OF HOTELS IN NAIROBI, KENYA**	
ESJ Manuscript Number: **Paper for review 0620/17**	

Evaluation Criteria:

Please give each evaluation item a numeric rating on a 5-point scale, along with a brief explanation for each 3-less point rating.

Questions	*Rating Result* [Poor] **1-5** [Excellent]
1. The title is clear and it is adequate to the content of the article.	**2**
2. The abstract clearly presents objects, methods and results.	**4**
(a brief explanation is recommendable)	
3. There are few grammatical errors and spelling mistakes in this article.	
(a brief explanation is recommendable)	

4. The study methods are explained clearly.	1
The empirical part needs to be	

5. The body of the paper is clear and does not contain errors.	3
In fact the survey and the body of the paper do not show clearly how the authors contribute to the literature. The empirical part is the original contribution and add some valuable insights	

6. The conclusions or summary are accurate and supported by the content.	1
This not so clear in my mind see comments below	

7. The references are comprehensive and appropriate.	4
(a brief explanation is recommendable)	

Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	
Accepted, minor revisions needed	
Return for major revision and resubmission	**x**
Reject	

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

-The first part of the paper as a survey is too long. The goal of the paper is not clearly explained compared to the literature. No theory is presented to explain
the relationships between information system and performance of the firm.

- *In the empirical part of the paper, the questionnaire is not well explained. For example the*

  authors claim: From Table 3, a mean of 3.64 of the respondents agreed that Information

  Quality is influenced by accessibility, *what is the signification of "a mean of 3.64 of the respondents. On a scale of 1 to 5 the average respondent rates the item «accessibility" around 3.64? (the scale is not defined is it 1-5, 1-10 or1-20) The median would be a better indicator than the mean. That is more than 50% of respondent rates the item at 3 and above.*
- *On table 8 the regression of performances on IS and IQ the authors test the following equation: P (performance hotel) = a+ b. IS (information Support) +c.IS.IQ (information Support x Information Quality) +e (error term).*
- *Nothing is said on performance (*Our financial performance has exceeded that of our competitors or an average score on all the items*?), information support (*Accessibility or an

average score on all the items) *and information quality (*Identify new market segments or an average score on all the items). *Do not forget that each variable (independent and dependent) is a perceived and subjective opinion. It is the feeling of each respondent of hotel i (i =1 to 324 hotels).Who is the respondent in the hotel i? The manager?*

- *Now how can we interpret this equation? The manager rates highly the performance (rate 5) and attributes to this performance to accessibility (rate 5) with Identify new market segments (rate 4 as a complementary factor. How the managers can explain such a positive association? The authors need to run the regression on each item. The interaction term could be positive for certain items and negative for others (the number of combinations will huge but quite instructive).It is more useful to know which interacting items are negative than positive.*

- *Another problem is raised by the data: The mean of the dependent variable is around 3.6 with a standard deviation close to 1. The independent variables have the same features.*

P

Expected Regression line of a rational manager

Observed Regression lines

IS (or IQ)
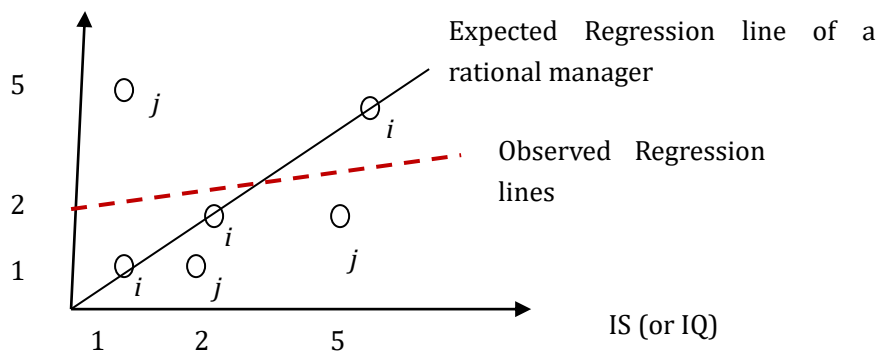
Manager i perceive a perfect correlation between P and IS. But he is the manager; if he is rational, he takes decisions such that IS and IQ are used in such a way that performance is the highest in his own view otherwise he is a bad manager. So good and rational managers will rate IS (or IQ) items as 5 if they think it contributes the most to the performance item they look at. In our graph manager j is more disorderly in his perception than i. Consequently, the authors don't test performance against IS or IQ but the rationality of the managers. Are they internally coherent in the pursuit of performance? The results of the survey refute that manager are rational and coherent in their perception as Adjusted R Square are relative low 0.287 (we expect an Adjusted R Square compare to 0.9 for rational manager like i.

- Incidentally authors need to explain how we interpret coefficients. Why the constant is 9.64 with a slope of 3.3? Without IS the performance is rated at 9.64, one unit of IS increases performance rate of 3.3. Well, and so what?

Comments and Suggestions to the Editors Only:

It is an interesting paper. My reaction nevertheless is the one of an economist, in my profession standards of publication are higher than in business. I ask a resubmission (and not a rejection) mainly because it could be a valuable paper once reworked.