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Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_14712
Title of the Manuscript:	The application and improvement of XBRL in China's retail industry in the era of big data
Type of the Article	Short Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(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)</i>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	The article technically sounds and is creative. The following are my comments: The language in whole context should be polished since there are many grammar faults and unreadable sentences. For example, in abstract section the following grammar faults are: "is from the traditional ..." "it also gain more comprehensive" "this article makes suggestions.." The unreadable sentences in abstract section are: "it also gain more comprehensive data" - What do the authors' mean by "it"? Why and how does "it" gain more data? "However, XBRL as a new financial report language" - The second term should be an entire sentence,	We have revised some grammar faults. The revision of XBRL taxonomy standard element in the application of China's retail industry is the key point of this article. So, we don't supplement other contents.



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	other than a single term. - Why does the authors use “however”? Note that there should be obvious opposite objective before this “sentence” when you use “however”. Many similar faults exist in the whole context. 2. It is valuable that the authors introduce XBRL in retail industry in modern China with the help of big data. I suggest the authors to provide some contexts to discuss whether there are still some drawbacks when people using XBRL in retail industry? If there are, what is the potential solution to tackle them?	
<u>Optional/General</u> comments		