



SDI Review Form 1.6

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		
<u>Optional/General</u> comments	The mapping in Table 3 is quite obvious. This article shows no major contribution on data retrieval from big data. This article is suggested to provide a systematic treatment or an algorithm to retrieve the real data means for the business uses.	The main idea of this article is to use the characteristics of XBRL and the attribute of data to make connections among retailers' financial information, its customer management, supplier management and order management, then help companies make business decisions and obtain greater value appreciation.