



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 (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)
<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.	

Reviewer Details:

Name:	Anonymous
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