

Journal Name:	Journal of Global Economics, Management and Business Research
Manuscript Number:	Ms_JGEMBR_12585
Title of the Manuscript:	The Moderation Effect of Artificial Intelligence on the Organizational Citizenship Behavior and Employee Performance
Type of the Article	Original Research Article

General guidelines for the 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.

To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

<https://r1.reviewerhub.org/general-editorial-policy/>

Important Policies Regarding Peer Review

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>

Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	This manuscript addresses the critical intersection of artificial intelligence (AI) and organizational citizenship behavior (OCB) in driving employee performance (EP). It contributes to the limited literature on how AI moderates these relationships within small and medium-sized enterprises (SMEs). Given the increasing integration of AI in business processes, this study offers valuable insights for academics and practitioners seeking to leverage AI to optimize human resource management and employee engagement.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title accurately reflects the content of the study. However, for improved clarity and appeal, consider rephrasing to: <i>"Exploring the Moderating Role of Artificial Intelligence on Organizational Citizenship Behavior and Employee Performance in SMEs."</i>	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is informative and highlights the study's objectives, methodology, and key findings. However, it would benefit from explicitly stating the sample size and geographical focus (culinary SMEs in Makassar) to provide more context for readers.	
Is the manuscript scientifically correct? Please write here.	The manuscript is scientifically sound, with a clear hypothesis and methodological rigor. However, the study would benefit from a more detailed explanation of the operationalization of AI, OCB, and EP constructs within the SME context. The discussion section should delve deeper into how these findings compare with previous studies and explore any discrepancies or unique insights.	
Are the references sufficient and recent? If you have suggestions of additional references, please	The references are relevant and sufficient, but some are outdated. Consider replacing older references (e.g., pre-2015) with more recent studies, particularly on AI applications in HR and SME contexts. Suggested additions:	

mention them in the review form.	<ul style="list-style-type: none"> A recent article on AI's role in workplace dynamics or SME performance from journals like <i>Human Resource Management Review</i> or <i>International Journal of Productivity and Performance Management</i>. 	
Is the language/English quality of the article suitable for scholarly communications?	The language is generally clear and scholarly but occasionally verbose. Editing for conciseness and technical precision is recommended, particularly in the results and discussion sections.	
Optional/General comments	<p>The methodology section is thorough but would benefit from a brief description of the structural equation modelling (SEM-PLS) process to aid readers unfamiliar with this statistical approach.</p> <p>Consider including practical case examples or scenarios to contextualize findings for SME managers.</p> <p>Major Revision: Recommended for improvement in depth of analysis, clarity of presentation, and relevance of references.)</p> <p>Suggestions:</p> <ol style="list-style-type: none"> 1. Clarify the operationalization of key constructs (AI, OCB, EP) for SME contexts. 2. Deepen the discussion section to include comparisons with existing literature and practical implications. 3. Revise the language for conciseness and technical precision. 4. Update references with more recent and targeted studies. 5. Include practical examples or scenarios to enhance managerial relevance. 	

PART 2:

	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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Ankita Shukla
Department, University & Country	India