



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_12450
Title of the Manuscript:	ENHANCING AIRLINES OPERATIONS THROUGH ICT INTEGRATION INTO RESERVATION PROCEDURES: AN EVALUATION OF ITS PROSPECTS IN NIGERIA
Type of the Article	Original Research Article

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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	There are two methods to be used to prove the value of ICT in airline reservations by authors. One is that addressed the benefits by gathering the data of Airline Staff and travelers. Another is to highlight the correlation between ROA and online reservations. The first method find the users' value, so it's suitable for the title of the manuscript "AN EVALUATION OF ITS PROSPECTS", but the second method, it's not suitable for this research. Because the regression independent variable is online reservations, if the total number of passengers keep rising over time, the ROA also rising. This cannot support the title of the manuscript "AN EVALUATION OF ITS PROSPECTS". So think this over, maybe authors should omit the second method, just leave the first method.	The justification for testing online reservation as a regression independent variable is this: ➤ In so far as online reservation received a percentage level of patronage from the first time it was introduced, it counts to say that its introduction impacted the revenue base which invariably impacted ROA. This is so because there was a significant reduction in the total cost of marketing (product distribution without the use of middlemen) the moment one passenger subscribed to online reservation. In light of this understanding, online reservation can be positioned as the regression independent variable since the prospects of ICT reservation impacting positively on ROA is not dependent on the rise in the total number of passengers. Furthermore, total rise in the number of passengers is subjective to other operational factors that may be outside the control of an airline. This makes the ability of rise in total number of passengers to impact on ROA to be relative to those factors, hence it will always be considered a dependent variable with respect to return on investment. Therefore, the analysis supports the title.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		