

REVIEWER'S REPORT

Manuscript No.: IJAR-58435

Title: Extending the Theory of Planned Behaviour to Explain Household Rooftop Solar Adoption Intentions: The Roles of Environmental Concern, Government Subsidy Awareness, and Cost-Benefit Perception.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality			✓	
Clarity			✓	
Significance		✓		

Reviewer's ID: JPR-130

Detailed Reviewer's Report

Overall Evaluation

The manuscript examines the relationship between Artificial Intelligence (AI) capabilities, green innovation, and employee sustainable performance in Pakistan's banking sector. The topic is relevant and timely, considering the increasing adoption of AI and sustainable business practices. The study has practical value and is supported by an appropriate theoretical framework. The research design and sample size are acceptable, and the findings may contribute to the existing literature. However, the manuscript requires significant improvements in language, literature review, methodology, statistical analysis, discussion, and presentation before it can be considered for publication.

Strengths

The study addresses an important and current research topic that is relevant to both researchers and practitioners. The conceptual framework is clear and logically developed. The study is based on an established theoretical foundation, namely the Resource-Based View (RBV). The sample size is adequate, and the data analysis provides useful insights into the relationship between AI capabilities, green innovation, and employee sustainable performance. The findings also have practical implications for managers in the banking sector.

Areas for Improvement

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

- 1. Language and Presentation** - The manuscript requires careful English language editing to correct grammatical errors, improve sentence construction, and enhance overall readability. The title, abstract, and introduction should also be revised for greater clarity and logical flow.
- 2. Literature Review and Research Gap** - The literature review should provide a more critical discussion of previous studies instead of mainly describing them. The authors should clearly explain the research gap and include more recent literature to strengthen the theoretical background.
- 3. Methodology and Data Analysis** - The methodology should provide better justification for the sampling technique, sample size, and data collection process. The statistical analysis should be strengthened by including additional validity and reliability tests, as well as a more detailed explanation of the mediation analysis.
- 4. Results and Discussion** - The discussion should focus on explaining the meaning of the findings rather than simply reporting statistical results. The findings should be compared with previous studies and linked more clearly to the Resource-Based View (RBV) theory.
- 5. Conclusion and References** - The conclusion should clearly summarize the key findings, contributions, limitations, and future research directions. The references, tables, and figures should also be carefully checked for consistency and proper formatting.