



The Art of Reviewing Journal Articles: Perfections and Limitations

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Abstract¹: The review process is an unavoidable part of publishing academic contents for assuring quality. The process is featured with artistic judgments and has many implications on the development of knowledge. Assisting an author for publication through a review process needs enthusiasm, expertise and confidence. As a whole, a review work is an art rather than a skill that requires perfection. Besides, the process has limitations that may lead to a misery to an author. A prospective reviewer needs to be aware of the basics of a review work before being engaged. This article discusses the major and minor aspects of a review work that are closely associated with perfection in practice. These critical aspects such as intensive and up to date knowledge on the relevant subject matter, critical view and absence of conflict of interest are the key to a successful quality assurance process in the academic arena. The 'misery of recommendation' can be avoided only by learning the process with the professional interest.

Keywords: Review process; anonymity of reviewers, ETAI; author, editor, journal, Perfection

INTRODUCTION

In order to maintain quality in knowledge management, an evaluation of academic contents has been recognized as the best possible process till date. This evaluation process is commonly known as 'review' process (Figure 1). An efficient and helpful review of an article is not only dependent on the relevant expertise but also enthusiasm and confidence. It is very vital to decide before any involvement that whether one has ability to review an article constructively. The editors seem to be more concerned about the review process and its outcome now

