Review of: "Digital Distractions: An Analysis of Phone Usage Patterns, Cultural Influences, and Academic Performance Among University Students"

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Potential competing interests: No potential competing interests to declare.

The topic is interesting, and the research paper has wider theoretical and practical applications. The authors have put their best efforts into incorporating the suggested changes. However, I have the following reservations and suggestions for the improvement of the undertaken study:

- The logical sequence of the abstract should be 1) objectives, 2) methodology, 3) findings, 4) conclusion, and 5) implications. Thus, the authors should also rewrite the abstract in this sequence.
- The authors did not establish the motivation, significance, and novelty of the undertaken study. The authors are suggested to improve this important factor in the "Introduction" section. The structure of the paper is also missing.
- The literature should be presented in audit form, and it should be linked with the objectives and research questions.
- The authors have used deductive research; thus, they should also integrate the relevant studies. The authors may get valuable insight by studying and citing the following paper:

"Mobile Learning Using the Extended UTAUT Model During COVID-19: Evidence from Developed Countries", Economic Research-Ekonomska Istraživanja, Vol. 37 (1), 2024, 2300389. https://doi.org/10.1080/1331677X.2023.2300389

"Smartphone Use and Academic Performance of University Students: A Mediation and Moderation Analysis", *Sustainability*, Vol. 12(1), 2020, 439. https://doi.org/10.3390/su12010439

- The methodology should contain the research design, data collection method, and data analysis techniques in separate headings along with the existing sub-headings.
- The CB-SEM analysis was performed using STATA software. However, the researchers should perform the following tests. For the validation of the measurement model, factor loadings of items, Cronbach's alpha, composite reliability, average variance extracted, Fornell-Larcker criterion, cross loadings should be used. Similarly, for the validation of the structural model, the coefficient of variation (R2), effect size (f2), coefficient path analysis, and overall model fitness values should be used. The details could be taken by studying and citing the following paper:

A Comparative Analysis of Multivariate Approaches for Data Analysis in Management Sciences," *E a M: Ekonomie a Management,* Vol. 27 (1), 2024, 192–210. https://doi.org/10.15240/tul/001/2024-5-001

- The theoretical, practical, and policy implications should be added after the discussions.

- The conclusions should be separated from the discussions and added at the end of the paper; the conclusion is always one step ahead of the findings.

Minor grammatical and spelling mistakes should be corrected.