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| **Reviewer B** |  |  |
| ***Comment*** | ***Explanation*** | ***Corrective action by author*** |
| 1. Please elaborate by providing feedback on the following point:  * Usefulness of the research and the correlation between the understanding of IRs and the decision to buy or sell shares * What are the adjustments recommended? | This is a valuable comment for future research. The correlation between the release of IRs and the movement of stock exchange prices and the usefulness of IRs is a well-researched area. A few references (please see directly below in this column), amongst many others, are: Babu and Kasilingam (2013), Han (2010) and Butler *et al.* (2007). However, two areas iro IRs that are less well researched are understanding and comparability. In this study the focus is thus the question of whether individual shareholders understand the content of IRs. The argument is that if annual financial reports are well understood, then interim reports by deduction should also be well understood. In my view this is not necessarily so, as the format, purpose and timing of issue of IRs is different to annual financial reports.  This (understanding) is an interesting question to consider, especially in the light of the recent debate on whether the abbreviated format of interim financial reporting could provide the framework for integrated financial reporting. | The research problem was clarified to indicate that understanding was addressed, but not usefulness to the shareholders when taking investment decisions.  The fact that this could be investigated, was inserted under the section on future research and a follow-up article where this could be addressed, is a distinct possibility. |
|  | * BABU, C. & KASILINGAM, R. 2013. Impact of Quarterly results on share prices. *Indian Journal of Finance*, March 2013:19-30. * HAN, L. 2010. *The internal control provisions of the Sarbanes-Oxley Act and quality of interim earnings.* Unpublished doctoral thesis. Arlington, TX: University of Texas. * BUTLER, M., KRAFT, A. & WEISS, I.S. 2007. The effect of reporting frequency on the timeliness of earnings: the cases of voluntary and mandatory interim reports. *Journal of Accounting and Economics*, 43(2/3):181-217. |  |
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