Changes to initial draft

From the peer review, it was found that the initial selected topic was told narrow. Narrow topic was selected as it could easily cultivate relevant and required results. The author intentionally did not want to make the more complex by adding numbers of other variables. However, along with organizational reputation (brand image) and new variable employee loyalty is added to make look the topic more complete. The missing words and typos were checked using grammarly software. In terms of complex terms that were used in the previous file, this new file is written in as simple words as possible. Besides, to add another variable, a new case study is selected that is the case study of Uber.

No changes

In terms of unchanged areas, first of it was mentioned that interviews should not conducted with the managers only. I think otherwise as data breach is a sensitive case and it is obvious that only the senior management team would have complete information about it such as why it occurred, when occurred and how they could eliminate such things in the future. Employees might know a little bit however, for collecting that little information wasting time will not be necessary. Therefore, interviews will be with managers only. The method of telephonic interview was criticized however; during this epidemic of COVID-19 I have doubts whether the managers will agree to meet me in person for interviews. Therefore again, the idea of telephonic interview remains.

In the peer review, some questions were asked which were irrelevant. For example; "Why has there been an upward trend in the number of data breaches in organizations? What are the best ways of securing information? What strategies can the organizations in question execute to

improve their data security? To whom should company information be disclosed to? Are the current technological models involving data security sustaining or just temporary solutions?" These questions are not answered in the final report and the reasons are following.

In terms of why the organization is facing upward trend of data breach will be automatically discussed in the secondary data collection area while finding out "why the data breach will took place." Finding out why data breach took place is important as without it providing recommendation is not possible. In terms of what organization can execute will be mentioned in the recommendation section of the research study. In terms of current technological models, it will be discussed in the literature review section of the dissertation. Describing all these factors is not possible in this little word count. The initial report intended to draw an outline about what the research will disclose. In terms of objectives, they are clearly indicating that the goal is find out "the impact of data breach" on the selected organization.

In terms of adding further variables as mentioned in the peer review such as revenue and finance, stock prices,, loss of data, operational downtime and legal action; I strongly think adding these many variables in one research study would make it dull and tough to understand for the readers. Therefore, by selecting two variables, the intention is to keep it simple but relevant.