

REVIEWER'S REPORT

Manuscript No.: JNBMS-015

Title: ENTREPRENEURIAL INNOVATION AND BUSINESS SUSTAINABILITY IN EMERGING MARKETS.

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 Id: JPR-582

Reviewer's Comment for Publication.

The manuscript presents a strong and well-structured review of entrepreneurial innovation and its role in business sustainability in emerging markets. The topic is highly relevant, and the discussion is supported by appropriate theoretical and contemporary literature. Minor revisions are suggested to improve synthesis between sections and reduce descriptive repetition. Overall, the paper is suitable for publication after minor revision.