

REVIEWER'S REPORT

Manuscript No.: JNBMS-017

Title: BUSINESS PROCESS INNOVATION AS A DRIVER OF SUSTAINABLE COMPETITIVE ADVANTAGE.

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-236

Reviewer's Comment for Publication.

The manuscript presents a clear and well-structured review of business process innovation and its role in achieving sustainable competitive advantage. The discussion effectively integrates technological, organizational, and managerial perspectives. Minor revisions are suggested to improve depth of critical analysis and reduce repetitive explanations. Overall, the paper is suitable for publication after minor revision.