

REVIEWER'S REPORT

Manuscript No.: JNBMS-019

Title: BUSINESS ETHICS AND CORPORATE REPUTATION IN THE GLOBAL MARKETPLACE.

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-261

Reviewer's Comment for Publication.

The manuscript presents a clear and well-structured review of business ethics and its influence on corporate reputation in global markets. The discussion of CSR, ethical leadership, and governance is relevant and well-supported by literature. Minor revisions are suggested to improve critical depth and consistency in formatting. Overall, the paper is suitable for publication after minor revision.