

REVIEWER'S REPORT

Manuscript No.: JNBMS-020

Title: THE IMPACT OF STRATEGIC PLANNING ON BUSINESS GROWTH AND LONG-TERM SUSTAINABILITY.

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-362

Reviewer's Comment for Publication.

The manuscript provides a clear and well-structured review of strategic planning and its role in driving business growth and sustainability. The discussion effectively covers planning processes, leadership influence, and emerging digital trends. Minor revisions are suggested to improve analytical depth and ensure greater synthesis across sections. Overall, the paper is suitable for publication after minor revision