

REVIEWER'S REPORT

Manuscript No.: JNBMS-021

Title: BUSINESS RESILIENCE AND CRISIS MANAGEMENT STRATEGIES IN A DYNAMIC GLOBAL ECONOMY.

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-351

Reviewer's Comment for Publication.

The manuscript provides a well-structured and comprehensive review of business resilience and crisis management in the context of global uncertainty. The discussion of risk sources, continuity planning, and digital resilience is relevant and timely. Minor revisions are recommended to enhance critical synthesis and reduce repetition across sections. Overall, the paper is suitable for publication after minor revision.