

REVIEWER'S REPORT

Manuscript No.: JNBMS-022

Title: DIGITAL MARKETING INNOVATION AND CONSUMER ENGAGEMENT.

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-268

Reviewer's Comment for Publication.

The manuscript presents a clear and well-structured review of digital marketing innovation and its impact on consumer engagement. The discussion of modern tools such as AI, social media, and data analytics is relevant and well explained. Minor revisions are recommended to improve critical analysis and reduce repetitive phrasing. Overall, the paper is suitable for publication after minor revision.