

REVIEWER'S REPORT

Manuscript No.: JNBMS-025

Title: THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER TRUST AND BRAND LOYALTY.

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-527

Reviewer's Comment for Publication.

The manuscript presents a clear and well-structured review of CSR and its impact on consumer trust and brand loyalty. The discussion is relevant and supported by appropriate conceptual coverage. Minor revisions are recommended to improve analytical depth and reduce limited repetition in sections.