

REVIEWER'S REPORT

Manuscript No.: JNBMS-027

Title: INNOVATION MANAGEMENT AND BUSINESS PERFORMANCE IN THE DIGITAL 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-534

Reviewer's Comment for Publication.

The manuscript provides a well-organized review of innovation management and its relationship with business performance in the digital economy. The content is relevant and clearly presented with strong conceptual coverage. Minor revision is recommended to enhance critical depth and reduce slight repetition for improved academic rigor.