

REVIEWER'S REPORT

Manuscript No.: JNBMS-038

Title: STRATEGIC DECISION-MAKING AND ORGANIZATIONAL PERFORMANCE IN THE DIGITAL BUSINESS ENVIRONMENT.

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- 916

Reviewer's Comment for Publication.

The manuscript presents a well-organized and relevant analysis of strategic decision-making and its impact on organizational performance in the digital era. The arguments are clear and logically structured, though minor improvements are needed in strengthening analytical depth and supporting evidence. Overall, the paper is suitable for publication after minor revision.