

REVIEWER'S REPORT

Manuscript No.: JNBMS-039

Title: STRATEGIC BUSINESS INNOVATION AND ORGANIZATIONAL PERFORMANCE.

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- 742

Reviewer's Comment for Publication.

The manuscript presents a well-structured and relevant discussion on strategic business innovation and its impact on organizational performance. The content is clear and logically developed, but minor enhancement in analytical depth and empirical support would improve academic strength. Overall, the paper is suitable for publication after minor revision.