

REVIEWER'S REPORT

Manuscript No.: JNBMS-041

Title: GREEN BUSINESS PRACTICES AND COMPETITIVE ADVANTAGE.

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- 638

Reviewer's Comment for Publication.

The manuscript presents a well-structured and relevant analysis of green business practices and their contribution to competitive advantage. The discussion is clear and comprehensive, but minor improvements in critical analysis and empirical support would strengthen the academic rigor. Overall, the paper is suitable for publication after minor revision.