

REVIEWER'S REPORT

Manuscript No.: IJAR-58784

Title: Navigating the \"China Plus One\" Paradigm: A Comparative Study of Global Manufacturing Realignments and Theoretical Frameworks

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's ID: JPR- 002

Detailed Reviewer's Report

- The topic is **relevant and interesting**, especially in the area of green marketing and sustainable consumer behaviour.
- The manuscript has **good originality** by combining green branding, sustainable packaging, PLS-SEM, and bibliometric analysis.
- The **title needs improvement** because it is lengthy and grammatically unclear.
- The **abstract should be revised** to clearly present the objectives, methodology, sample, major findings, and conclusions.
- The **literature review is relevant**, but the research gap and theoretical contribution should be explained more clearly.
- The **methodology needs more details**, particularly regarding sampling, questionnaire design, data collection, and justification of the sample size.
- The **statistical analysis is generally appropriate**, but the authors should check and ensure consistency in all reported values and tables.
- The **bibliometric analysis is useful**, but its connection with the empirical PLS-SEM findings should be explained more clearly.
- The manuscript requires **considerable language and grammatical editing**, including spelling, spacing, sentence construction, and consistent terminology.

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- The **conclusion, implications, and limitations should be strengthened** and all claims should be supported by the study findings.