

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_91980
Title of the Manuscript:	The Role of Corporate Social Responsibility in Promoting Business Growth and Sustainability in the Hospitality Industry
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	<p>- For academic paper need to justify every sentence except findings, discussion and conclusion part.</p> <p>This implies that an enterprise should be able to integrate sustainability with other strategic parameters such as quality products, outstanding customer services, and a memorable consumer experience. This can be achieved by coming up with an operational framework that not only enhances the profitability of the firm but also mitigates the socio-economic and environmental adversities associated with its operations.</p> <p>In essence, a model encompassing both CSR and sustainability goes beyond compliance with codes developed by the legal bodies and promotes business engagement in activities aimed at fostering the local community's social wellbeing beyond the enterprise's interests. Therefore, sustainability and CSR remain pertinent concepts that should be implemented by business organizations for long-term benefits to both organizations and society as a whole. Poor business practices in the hospitality industry can significantly contribute to the degradation of the environment, natural and cultural assets and increase unequal distribution of wealth and resources.</p> <p>For hotels to operate cost-efficiently and sustainably, contribute to societal welfare, and reduce their environmental footprint, business leaders need to understand the importance of enacting a sustainable business model that enlists CSR principles in a way that promotes organizational productivity and respects customers' preferences. In the modern era, the protection of natural assets has become critical, owing to the drastic human activities that have resulted in detrimental social-economic and environmental effects. While sustainability and CSR are concepts that are widely used in business environments, it is agreeable that only a few understand their importance and how the two can be integrated into a firm's operations cost-efficiently. In this regard, if hotels continue making investments without understanding how they should react to societal, economic, cultural, and environmental issues, not only will they be poorly utilizing their scarce financial, material, and human resources, but also imperiling their overall corporate objectives.</p> <p>-Explain and Justify.</p>	
Minor REVISION comments	-Need to check grammatical and sentence structure before the final submission	
Optional/General comments	-Use : in figure 1 like below:- Figure 1: The areas of social responsibility that are more significant to the hotels and their corresponding level of importance	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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