

## Review Form 1.7

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Original Manuscript_SAJ SSE_118092
Title of the Manuscript:	BUSINESS INNOVATION: ASSOCIATION MODEL OF ENVIROMENTAL, SOCIOLOGY AND PERSONALITY FACTORS
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.journalsajsse.com/index.php/SAJSSE/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)
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. The paper proposes an interdisciplinary methodology that combines environmental science, sociology, and personality psychology to gain a comprehensive understanding of business innovation. This approach takes into account different issues that impact innovation, resulting in more reliable and applicable findings across different situations. The paper gives empirically validated conclusions, which can be highly relevant for both researchers and practitioners.</p> <p>2. The title is acceptable as it includes the main subject matter and the principal methodology applied in the research.</p> <p>3. The abstract encompasses all essential components of a typical abstract, including the purpose, methods, and findings. It is advisable to include a concise review of the relevant literature before stating the objective of the study, as well as a succinct discussion and conclusion following the presentation of the findings in the abstract. Additionally, it is recommended to utilize other distinct keywords that are mentioned in the paper.</p> <p>4. Conduct a concise literature review that encompasses prior published research on the topic. It is also recommended that the author(s) add parts as conclusion and future directions for other researchers. The remaining components are well-organized.</p> <p>5. The paper is written in a scientifically valid manner.</p> <p>6. The author is advised to incorporate additional references, particularly for the literature review section, which is strongly recommended to include. It is advisable to utilize more up-to-date sources as well.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Scholarly and scientific audiences will find the article's English to be of an acceptable standard.</p>	
<p><b>Optional/General</b> comments</p>		

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(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)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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