

**Review Form 3**

Journal Name:	<a href="#">Asian Journal of Research in Medical and Pharmaceutical Sciences</a>
Manuscript Number:	<b>Ms_AJRIMPS_126379</b>
Title of the Manuscript:	<b>Innovative Models and Market Strategies in Pharmaceutical Development: A Review</b>
Type of the Article	<b>Review Article</b>

**Review Form 3**

**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	Reviewer's comment	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>The author well executed contribution study on the relationship between inadequate waste management practices and the transmission dynamics of dengue fever, primarily spread by Aedes mosquitoes. The topic is significant in the context of public health, particularly in regions prone to dengue outbreaks, such as Bangladesh..</p> <p>However, manuscript required improvements in clarity, structure, and depth are necessary to fully realize its potential contribution to public health and environmental sustainability. The authors should consider revising the manuscript to address these concerns, with particular attention to the methodology and the clear presentation of data and results.</p> <ul style="list-style-type: none"> <li>English is substandard language</li> <li>Results and discussion sections, in particular, need to be written in greater depth, providing a thorough analysis of the findings and their implications. This will enhance the clarity and overall impact of the research.</li> </ul>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Please revised title as <b>Current Models of Innovation and Market Strategies in Pharmaceutical Development: A Comprehensive Review</b>"</p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<ul style="list-style-type: none"> <li>Please provides a overview of the study and write benefit from greater conciseness and focus. Some information, such as the "Container Index (CI)" mentioned, is not adequately explained. Clarifying this and ensuring that all key points are aligned with the results and discussion sections would improve readability.</li> <li>Please write a structured abstract with background, methods, results and conclusion.</li> <li>Please write in 250 words.</li> </ul>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The structure is largely effective but could benefit from these refinements for clarity and balance. Please write Discussion and results.</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The manuscript demonstrates scientific robustness and technical soundness due to its comprehensive coverage of key innovation models and market strategies in the pharmaceutical industry. Each type of innovation—product, process, organizational, and marketing—is discussed with relevant, up-to-date examples, showing careful research and adherence to current industry trends. The methodology, though based on a literature review, is well-executed and presents an accurate, reliable analysis of various innovation impacts on market dynamics and public health.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>Yes, but please provide citation in APA style.</p>	

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Minor REVISION comments <b>Is the language/English quality of the article suitable for scholarly communications?</b>	Author should revised the English grammar and rewrite the manuscript to make it more concise. Introduction and discussion session should be rewritten.	
<b>Optional/General</b> comments		

### **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>	

### Reviewer Details:

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