

Review Form 3

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_129045
Title of the Manuscript:	Research on the Challenges and Countermeasures of Integrated Development for Intangible Cultural Heritage Cultural and Creative Products
Type of the Article	Theoretical Framework Article

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	This manuscript is important because it explores the challenges and solutions for combining traditional cultural heritage with modern creative products. It helps researchers and practitioners understand how to preserve cultural traditions while making them relevant in today's markets. The insights provided can guide future efforts in protecting intangible cultural heritage and promoting sustainable development.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, the title is clear .	
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.	Yes, the abstract is comprehensive and clear.	
Is the manuscript scientifically, correct? Please write here.	Yes, the manuscript is almost correct scientifically correct.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes, the references sufficient and recent as far as the topic is concern. Since its about cultural product few references like 2020 can also be considered.	
Is the language/English quality of the article suitable for scholarly communications?	The language quality of the manuscript appears suitable for scholarly communication, provided it maintains clarity, precision, and a formal tone throughout.	
Optional/General comments	The manuscript addresses a valuable topic, integrating intangible cultural heritage with creative products. However, to enhance clarity, the definitions of key terms should be made clearer. Including more empirical data or case studies would strengthen the recommendations. With these adjustments, the manuscript has the potential for publication.	

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PART 2:

	Reviewer's comment	Author's comment <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>
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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