

# REVIEW FORM

**SECTION I**

<b>Reviewer’s Name:</b>	
<b>E-mail:</b>	
<b>Manuscript Number:</b>	
<b>Title:</b>	
Date Sent to Reviewer:	
Date Expected from Reviewer:	

**SECTION II: Comments**

<b>General comment:</b>	
<b>Introduction:</b>	
<b>Literature Review:</b>	
<b>Method and Methodology:</b>	
<b>Results:</b>	
<b>Conclusion:</b>	
<b>References:</b>	
<b>Other remarks:</b>	
<b>Decision:</b>	

**SECTION III: Please rate the following: (1 = Poor) (2 = Fair) (3 = Good) (4 = Excellent).**

<b>Originality:</b>	
<b>Contribution to the Field:</b>	
<b>Technical Quality to the Journal requirements:</b>	
<b>Clarity of Presentation:</b>	
<b>Depth of Research:</b>	
<b>English style is clear and understandable:</b>	

**SECTION IV: Ethical Assessment and Conflict of Interest (Kindly Mark Yes or No)**

<b>Have you identified instances of plagiarism in the content?</b>	
<b>Have you come across any cases of authors making inappropriate self-citations?</b>	
<b>Are there any other ethical concerns you wish to raise regarding this study?</b>	
<b>Do you have any concerns that any portion of the article was generated using an AI application, tool, or program?</b>	

**SECTION IV: Recommendation: (Kindly Mark with an X).**

<b>Accept</b>	
<b>Requires Minor Corrections:</b>	
<b>Requires Major Revision:</b>	
<b>Submit to another publication/journal such as:</b>	
<b>Reject (Please be Specific):</b>	

Scientific Journal “Marketing and Management of Innovations”  
**SECTION V: Additional Comments (Please make suggestions to the authors).**