

International Journal of Business Insights and Transformation

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		Unsatisfactory	Poor	Good	Very Good	Excellent
1.	The originality of the paper.					
Comment:		-	-	-	-	-
2.	Novelty of the concept.	Unsatisfactory	Poor	Good	Very Good	Excellent
Comment:						
3.	The theoretical framework and research	Unsatisfactory	Poor	Good	Very Good	Excellent
	design of the paper.	۵	۵		۵	۵
Comment:						
4	Appropriateness of methodology.	Unsatisfactory	Poor	Good	Very Good	Excellent
4.	Appropriateness of methodology.	D				
Comment:						

5. Quality and the adequacy of literature review. Comment:	Unsatisfactory	Poor	Good	Very Good	Excellent
6. Novelty of findings. Comment:	Unsatisfactory	Poor	Good	Very Good	Excellent
7. Validation of findings and solution. Comment:	Unsatisfactory	Poor	Good	Very Good	Excellent
8. Academic or managerial implications. Comment:	Unsatisfactory	Poor	Good	Very Good	Excellent
9. Contributions to the literature. Comment:	Unsatisfactory	Poor	Good ∎	Very Good	Excellent
10. Reliability and quality of referencing. Comment:	Unsatisfactory	Poor	Good ∎	Very Good	Excellent
11. Scope for further research. Comment:	Unsatisfactory	Poor	Good	Very Good	Excellent

Overa	ll Evaluation:
1.	Outstanding
2.	Definitely publishable
3.	Probably publishable
4.	Marginally publishable
5.	Un-publishable

Recommendation:				
1.	Accept as it is			
2.	Requires minor corrections			
3.	Requires moderate revision			
4.	Requires major revision			
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