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| Book Name: | **Information Management and Technology** |
| Manuscript Number: | **Ms\_BPR\_** **3347.3** |
| Title of the Manuscript:  | **BIMODAL IT AND DIGITAL TRANSFORMATION: LESSONS LEARNED FROM COVID19** |
| Type of the Article | **Book chapter** |

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| PART 1: Review Comments |
| Compulsory REVISION comments | Reviewer’s comment | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **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.** | This manuscript is valuable to the scientific community as it addresses the critical role of digital transformation in shaping future business strategies. By placing technology at the core of operations, it highlights how organizations can drive down costs, streamline processes, and enhance overall efficiency. The manuscript is timely, given the pandemic's impact on accelerating digital adoption, and it underscores the need for policymakers to address ongoing digitalization gaps across sectors and regions. I appreciate this manuscript's comprehensive view on both the benefits of digital transformation and the call for inclusive policies to ensure these benefits are accessible across different demographics and industries. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Yes the Tile:** BIMODAL IT AND DIGITAL TRANSFORMATION: LESSONS LEARNED FROM COVID19, effectively sets the stage for discussing the impact of the pandemic on technology adoption and business strategies. |  |
| 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 of the article is comprehensive. No addition is required. |  |
| **Are subsections and structure of the manuscript appropriate?** | Yes, the subsections and structure of the manuscript are appropriate. No revisions are required. |  |
| **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.** | The manuscript is scientifically robust and technically sound. The objectives were clear, and the methodology was adopted properly, with a well-defined approach to data collection through interviews with knowledgeable participants. The results were well articulated, and the findings were precise, effectively highlighting key themes such as digital transformation acceleration and resilience. Additionally, the option for further research was notable, providing valuable insights for future studies in this field. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes, the references are sufficient and recent. |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | Yes, the language quality of the article is suitable for scholarly communication. The manuscript is well-articulated, with clear, precise language that effectively conveys the concepts. |  |
| Optional/General comments |  The manuscript effectively addresses the timely and relevant topic of digital transformation in the context of COVID-19, offering valuable insights into how Bimodal IT strategies can enhance organizational resilience and adaptability. The study's interview-based approach, focusing on senior IT professionals, adds depth to the findings by capturing practical perspectives and challenges in implementing digital strategies, making it a significant contribution to the field of IT management and digital innovation. |  |

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| **PART 2:**  |
|  | **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)* |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

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| **Reviewer Details:** |
| Name: | **V.Vivek** |
| Department, University & Country | **G.R.Damodaran Academy of Management, India** |