

[Review Form3](#)

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| Book Name: | Science and Technology: Developments and Applications |
| Manuscript Number: | Ms_BPR_3968 |
| Title of the Manuscript: | Social Intelligence and Consumer Feedback Loops in the Innovation Cycle of Electronics |
| Type of the Article | Book chapter |

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> |
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| 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 for the scientific community as it bridges the gap between consumer behaviour insights and product development in the electronics industry. It highlights the growing role of social intelligence and consumer feedback loops in creating more responsive, customer-centric innovation cycles. By exploring the integration of AI and machine learning in analysing social media data, the research opens avenues for future studies on data-driven decision-making in product design. Additionally, the paper contributes to a deeper understanding of how real-time consumer insights can be leveraged to enhance product quality, customer loyalty, and competitive advantage in a rapidly evolving market. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | The title "Social Intelligence and Consumer Feedback Loops in the Innovation Cycle of Electronics" is quite fitting as it clearly reflects the core focus of the paper, which is the integration of social intelligence and consumer feedback into the electronics innovation cycle. | |
| 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. | The abstract of the article is comprehensive and provides a clear overview of the research, including the role of social intelligence, consumer feedback loops, and the integration of AI and machine learning in electronics innovation. | |
| Is the manuscript scientifically, correct? Please write here. | The manuscript appears to be scientifically sound, as it addresses key concepts in the fields of consumer behaviour, social intelligence, and product innovation. The integration of AI and machine learning into the analysis of social media data is a well-established approach in both academia and industry for deriving actionable insights. The paper's discussion of feedback loops and their role in product development is consistent with current research on customer-driven innovation cycles, particularly in the electronics industry. | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. - | The references provided in the manuscript are a solid foundation for supporting the research, as they cover essential aspects of social media, consumer feedback, and innovation. | |

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| Is the language/English quality of the article suitable for scholarly communications? | Yes, The language is suitable | |
| Optional/General comments | | |

PART 2:

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| | 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> | |

Reviewer Details:

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| Department, University & Country | College of Business, Purdue University Northwest, United States |