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 *(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. A minimum of 3-4 sentences may be required for this part.	This manuscript provides valuable insights into the use of social intelligence and consumer feedback loops in the electronics industry, focusing on how real-time consumer data shapes product innovation. It highlights the role of AI and social media in enhancing agile product development and offers actionable insights for businesses. The research contributes to understanding how consumer insights can drive competitive advantage in a fast-changing market.	
Is the title of the article suitable? **(If not please suggest an alternative title)**	The title is suitable but can be more concise.	
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 is clear but could mention key findings, such as the specific benefits of AI in automating feedback analysis, to strengthen its impact.	
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically correct, but further discussion on the challenges of scaling social intelligence and feedback loops in large organizations would improve its depth.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. **-**	The references are relevant and up-to-date, though adding more on AI's application in feedback analysis and real-world implementation challenges would be beneficial.	
Is the language/English quality of the article suitable for scholarly communications?	The language is appropriate for scholarly communication but could be simplified in certain sections for better clarity and accessibility.	
Optional/General comments	The manuscript effectively covers the integration of social intelligence in electronics innovation. Expanding on practical challenges and sector-specific applications could further enhance its value.	

	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)*	

Reviewer Details:

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