

[Review Form3](#)

Book Name:	<a href="#">Science and Technology: Developments and Applications</a>
Manuscript Number:	Ms_BPR_3968
Title of the Manuscript:	<b>Social Intelligence and Consumer Feedback Loops in the Innovation Cycle of Electronics</b>
Type of the Article	<b>Book chapter</b>

**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>
<b>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.</b>	This manuscript contains an analysis pertaining to sentimental analysis of consumer behaviour. It can be a significant input for the technocrats and managers working in the field of product design. Over all, it may be helpful in designing the product are per consumer requirement.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	Yes	
<b>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.</b>	Abstract is leangthy and moreover like a introduction. Perusal to abstract does aware about the findings of paper. I suggest to improve it.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	It represent a scientifically correct concept.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> =	It seems correct as per the size of current article	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	Yes	
<b>Optional/General</b> comments	Abstract is leanthy and not in proper format. Similarly, conclusion is moderately based on analysis results. Both abstracts and conclusions need to be refined before publication.	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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