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| Book Name: | [An Overview of Literature, Language and Education Research](https://www.bookpi.org/bookstore/product/an-overview-of-literature-language-and-education-research-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4461** |
| Title of the Manuscript:  | **MARKET-BASED MANAGEMENT (MBM) APPROACH TO SUCCESS IN HIGHER EDUCATION: LESSONS FROM A MID-SIZED BUSINESS INSTITUTE** |
| Type of the Article | **BOOK CHAPTER** |

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | 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 is relevant to the scientific community because it bridges the gap between market-based management principles and their application in higher education. The analysis of SZABIST-Dubai as a case study provides useful insights into how educational institutions can implement lean and agile methodologies to effectively solve regional and local difficulties. The study's emphasis on translating tacit information into explicit knowledge via task teams provides a realistic foundation for developing a knowledge-based learning organization. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | Yes, the title of the article is suitable. |  |
| 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 extensive, encompassing the research purpose, methods, significant findings, and contributions. |  |
| **Is the manuscript scientifically, correct? Please write here.**  | Yes the manuscript is scientifically correct, but the data interpretation and analysis can be handled more thoroughly in the paper, and the study's conclusion can be brief and to the point. |  |
| **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. |  |
| Is the language/English quality of the article suitable for scholarly communications? | The language quality of the manuscript is suitable for the scholarly communication, but there are a few sentences that could be improved through proof reading and paraphrasing. |  |
| Optional/General comments | The manuscript is informative, Additionally some case study images can be added into the paper. |  |

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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: | **Amlesh Kumar** |
| Department, University & Country | **National Council of Educational Research and Training (NCERT), India** |