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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.** | **The topic of applying Market-Based Management (MBM) to higher education, particularly in the context of a mid-sized business institute, is of significant importance for several reasons such as Addressing Financial Sustainability in Higher Education, Enhancing Student-Centric Value Creation, Improving Operational Efficiency and Preparing Students for a Market-Driven World. Written lines are just limited description.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **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. | **Abstract lacks methods used, result achieved. Authors should clearly write that how achived results are better than existing literature and what is the applications of study.** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **Manuscript can be strengthen by using visualization of various findings, Proposed methodology part can be made imporved further by explaining it.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **Kindly include recent papers related with this work in your literature review section.** |  |
| Is the language/English quality of the article suitable for scholarly communications? | Kindly check few grammer mistakes . |  |
| Optional/General comments | Paper in this state is in acceptable form. Kindly improve paper quality in terms of findings, methodology used and graphs usage. |  |

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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: | **Manoj Kumar** |
| Department, University & Country | **Vellote Institute of Technology University, India** |