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| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4728** |
| Title of the Manuscript: | **Role of Risk Management and Standardization for supporting Innovation in New Normal based on Lessons Learned during Pandemic COVID-19** |
| Type of the Article | **Book Chapter** |

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**A research paper already published in a journal can be published as a Book Chapter in an expanded form with proper copyright approval.**

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**International Journal of Technology, 14 (5): 954-971, 2023.**

**DOI:** [**https://doi.org/10.14716/ijtech.v14i5.5299**](https://doi.org/10.14716/ijtech.v14i5.5299)

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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 book chapter outlines different risk Management and Standardization practices that can support and spur innovative approaches during and after periods of uncertainty. The author lays downs different stnadnrds that can guide various business operations to manage a crisis and chaotic operating environment. The manuscript is insightful to the extent that the performance and growth of business is influenced by happenings in the external environment, where most of the time it can be turbulent. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Title of the book chapter is fine |  |
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| Is the language/English quality of the article suitable for scholarly communications? | The quality of the English language is appropriate for publication |  |
| Optional/General comments | * Avoid lengthy paragraphs espececially in the introduction, and Literature Review sections. * In the main documents, I have indicated statements that may require in text citations to support your argument, * This is a descriptive-analytic based on literature studies, consider having in-text citations to support your argument, * Figure 7 is missing * Additional comments can be found in the main document. |  |

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| **PART 2:** | | |
|  | Reviewer’s comment | Author’s comment *(if agreed with the 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 detail)* |  |

**Reviewer details:**

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