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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** |

**Special note:**

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

**Source Article:**

**This chapter is an extended version of the article published by the same author(s) in the following journal.**

**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.** | This manuscript addresses the critical role of risk management and standardization in fostering innovation during the COVID-19 pandemic and the subsequent "new normal." The study provides valuable insights into how organizations can leverage lessons learned from the pandemic to enhance resilience and drive innovation. Given the global impact of COVID-19 on various sectors, this research is highly relevant for policymakers, business leaders, and academics. It offers a comprehensive analysis of risk management frameworks, standardization processes, and their integration into innovation strategies, which can serve as a guide for future crisis management and recovery efforts. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | The title, "Role of Risk Management and Standardization for Supporting Innovation in New Normal based on Lessons Learned during Pandemic COVID-19," is appropriate and accurately reflects the content of the manuscript. It clearly conveys the focus on risk management, standardization, and innovation in the context of the COVID-19 pandemic. No alternative title is suggested. |  |
| 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 provides a good overview of the manuscript, summarizing the key points, including the impact of COVID-19, the role of risk management and standardization, and the opportunities for innovation in the new normal. However, it could be strengthened by briefly mentioning the specific methodologies used in the study (e.g., descriptive-analytic approach) and the key findings or recommendations. This would provide readers with a clearer understanding of the study's contributions. |  |
| **Is the manuscript scientifically, correct? Please write here.**  | The manuscript is scientifically sound and presents a well-structured discussion. However, some areas require further elaboration:* The discussion on **ISO 31000** could benefit from more real-world applications or case studies.
* The section on SMEs and risk-based licensing would be more impactful if quantitative data or statistical support were added.
* More emphasis on the long-term sustainability of innovations introduced during the pandemic could enhance the manuscript’s depth.
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| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | The references are generally sufficient and relevant. However, updating sources with more recent publications (2023-2024) would enhance the credibility of the discussion.* Suggested additions: More recent ISO publications and empirical studies on post-pandemic innovation trends.
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| Is the language/English quality of the article suitable for scholarly communications? | The manuscript needs grammatical and syntactical improvements to enhance readability and scholarly communication.* Examples:
	+ "Although in many countries, the impact of the pandemic and its magnitude is still not known with certainty." (Incomplete sentence)
	+ "Some significant changes in Figure 2 are, among others: public awareness of health, concern for the environment…" (Rephrase for clarity)
	+ "...have got a positive impact..." → "...have had a positive impact..."

A thorough language editing process is recommended before final submission. |  |
| Optional/General comments | * The use of figures and tables is effective, but their captions should be more descriptive.
* Ensure that acronyms (e.g., SMEs, ISO) are defined upon first use.
* Consider adding a **future research directions** section to highlight gaps and opportunities in risk management and standardization post-pandemic.

In summary:* The manuscript is scientifically robust and highly relevant to the scientific community.
* Revisions are recommended, particularly in refining the abstract, adding references on SMEs and digital transformation, and improving language flow.
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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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