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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\_5155** |
| Title of the Manuscript: | **Sustainability Thought 181: Dwarf Green Markets Versus Green Markets: Which one is Environmentally Clean Economy Transition Friendly? Why?** |
| 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.**

**Sumerianz Journal of Business Management and Marketing, 2024, Vol. 7, No. 3, pp. 58-65.**

**DOI:** [**https://doi.org/10.47752/sjav.73.58.65**](https://doi.org/10.47752/sjav.73.58.65)

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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.** | **As the awareness of environmental challenges, climate change, and resource depletion continues to grow, themes like sustainability and green marketing are becoming more crucial in today's world.** Research in these zone is essential for obtaining insights into consumer preferences, refining business strategies, driving innovation, creating competitive advantage and ensuring regulatory compliance. The manuscript is impotant as it helps in gainig knowledge regarding sustainability, green marketing, Dwarf Green Markets etsc. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Yes** |  |
| 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. Abstract is comprehensive.** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **The manuscript has not mentioned about any primary data collection and analysis of same. The limitations of the study are not discussed. Relevance of study should be added in the research paper so as to make it robust.**  **Methodology should include research design, data collection method and should specify whether primary data or secondary data is used.**  **Absecnce of theses are creating incompleteness.** |  |
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| Is the language/English quality of the article suitable for scholarly communications? | Yes |  |
| Optional/General comments | Better to avoid words like first, second, third etc in the conclusion.  Explanation of figures can be added as separate paragraph either above or below figure. |  |

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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:**

**Neethu Ann Georgie, Mar Athanasios College for Advanced Studies, India**