SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	**Ms_JEMT_35127**
Title of the Manuscript:	**Cognitive Analysis and Modeling of Innovation Potential**
Type of the Article	**Original Research Article**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.
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PART 1: Review Comments

	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)*
Compulsory REVISION comments	I suggest to change the structure of the paper beginning from introduction, theoretical background, then methodology of research, results of the study, and finally conclusions. The problem of the paper (which is innovation potential evaluation) and its main aim (presentation of the cognitive model) should be emphasized both in the abstract and in the introduction. In the methodology the structure of the selected enterprises, belonging to different industries and their size: small, medium or large, should be added.	
Minor REVISION comments	In line 234 the abbreviation of UAH requires to be explained. In the theoretical section it is not easy to underline that innovation process (knowledge creation, commercialization and diffusion) depends on intangibles, particularly possessed and acquired information resources. Their efficiency and availability is determined by factors such as the ability to cooperate in the networks.	
Optional/General comments		

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