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Dear authors,

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It's my pleasure to inform you that, after the peer review, your paper “**PRODUCT INNOVATION BASED ON MARKET ORIENTATION TO INCREASE BUSINESS PERFORMANCE**” has been ACCEPTED to publish in our journal namely *International Journal of Innovation, Creativity and Change*, ISSN: 2201-1315. It will be published in the Regular Issue 2020. You will need to pay the publication fee within 3 working days. I believe that our collaboration will help to accelerate the global knowledge creation and sharing one step further. Please do not hesitate to contact me if you have any further questions.

The blind peer review process results are given below

----- REVIEW 1 -----

----- Overall evaluation -----

Review Decision 1: Accepted

----- TEXT:

1. Originality: 94%
2. SCOPE: 93%
3. Results: Satisfactory
4. References are Cited Properly

----- REVIEW 2 -----

Review Decision 2: Accepted

1. Originality: 92%
2. SCOPE: 91%
3. Results: Satisfactory
4. References are Cited Properly

Final Decision: Accepted

Sincerely,

Managing Editor

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