Peer-Review Statements

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All of the articles in this proceedings volume have been presented at the *SEEDS: Sustainability, Entrepreneurship Equity and Digital Strategies* during *December 17 – 18, 2024* in *Middlesex University, Dubai*. These articles have been peer reviewed by the members of the *Advisory and Review Board* and approved by the Editor-in-Chief, who affirms that this document is a truthful description of the conference's review process.

1. REVIEW PROCEDURE

The reviews were *double-blind*. Each submission was examined by *2* reviewers independently.

The conference submission management system was Easychair.

The submissions were first screened for generic quality and suitableness. After the initial screening, they were sent for peer review by matching each paper's topic with the reviewers' expertise, taking into account any competing interests. A paper could only be considered for acceptance if it had received favourable recommendations from the two reviewers.

Authors of a rejected submission were given the opportunity to revise and resubmit after addressing the reviewers' comments. The acceptance or rejection of a revised manuscript was final.

Formal efforts to enhance the peer review process include adopting a double-blind review system to ensure anonymity, requiring reviewers to declare conflicts of interest, and providing detailed guidelines for standardized evaluations. Additionally, fostering diversity among reviewers.

2. QUALITY CRITERIA

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Reviewers were instructed to assess the quality of submissions solely based on the academic merit of their content along the following dimensions

1. Pertinence of the article's content to the scope and themes of the conference;
2. Clear demonstration of originality, novelty, and timeliness of the research;
3. Soundness of the methods, analyses, and results;
4. Adherence to the ethical standards and codes of conduct relevant to the research field;
5. Clarity, cohesion, and accuracy in language and other modes of expression, including figures and tables.

In addition, all of the articles have been checked for textual overlap in an effort to detect possible signs of plagiarism by the publisher. All the papers went through Turnitin check and any article with more than 10% plagiarism was not accepted.

3. KEY METRICS

Total submissions	258
Number of articles sent for peer review	35
Number of accepted articles	19
Acceptance rate	7.36%
Number of reviewers	14

4. COMPETING INTERESTS

Neither the Editor-in-Chief nor any member of the Scientific Committee declares any competing interest.

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