

REVIEWER'S REPORT

Manuscript No.: IJAR-57335

Title: An Exploratory Study on the Application of Thirukkural Principles in Modern Business.

Recommendation:

Accept as it isYES.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance	✓			

Reviewer Id: JPR-163

Reviewer's Comment for Publication.

The manuscript presents a well-structured and insightful exploration of the application of Thirukkural principles in modern business contexts. The topic is original and contributes meaningfully to the intersection of traditional ethical philosophy and contemporary management practices.

The study effectively integrates classical literature with modern business concepts such as leadership, corporate governance, human resource management, and financial prudence. The use of thematic content analysis is appropriate for the qualitative nature of the research, and the interpretations are coherent and logically presented.

The literature review is adequate and establishes a clear research gap, which the study attempts to address. The findings are relevant and supported with suitable examples from contemporary organizations and leaders, enhancing the practical applicability of the research.

Although the study is limited by its reliance on secondary data and subjective interpretation, these limitations are acknowledged by the author. The paper offers valuable insights and opens avenues for future empirical research.

Overall, the manuscript is clear, relevant, and contributes significantly to the field of business ethics and management studies. It is suitable for publication in its current form.