



REVIEWER'S REPORT

Manuscript No.: IJAR-57968

Title: MODELS AND STRATEGIES FROM SOCIAL MARKETING 5.0 FOR A RESILIENT ROAD SAFETY: SYSTEMS AUDITING AND AFFECT MANAGEMENT IN DIGITAL PUBLIC POLICIES.

Recommendation:

- Accept as it is
- 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-257

Reviewer's Comment for Publication.

The manuscript presents an innovative and interdisciplinary approach to road safety by integrating Social Marketing 5.0, systemic resilience, affect management, digital governance, and public policy. The study offers a novel conceptual framework that moves beyond traditional traffic management perspectives and positions road safety as a complex socio-technical and affective ecosystem. The topic is highly relevant for contemporary public administration and sustainable development, particularly in the context of digital transformation and resilient governance.

Strengths:

1. The study demonstrates a high degree of originality by combining concepts from Social Marketing 5.0, Resilience Engineering (Safety-II), affect theory, digital governance, and public policy.
2. The theoretical framework is comprehensive and supported by diverse scholarly perspectives, including Heidegger, Spinoza, Foucault, Simondon, Hollnagel, and Kotler.
3. The mixed-method sequential exploratory design (DEXPLOS) is appropriate for addressing the complexity of the research problem.
4. The concepts of "Technological Inertia" and "Survival Resilience" provide valuable analytical contributions that may stimulate further research.
5. The proposal for a National Road Safety Observatory and interoperable data governance framework has practical significance for policymakers and public institutions.

Areas for Improvement:

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1. The manuscript employs highly philosophical and abstract terminology that may limit accessibility for readers from public policy, transportation, and management backgrounds. Greater conceptual clarification is recommended.
2. Several theoretical discussions appear excessively dense and could be streamlined to improve readability and logical flow.
3. The methodology section requires additional detail regarding:
 - Sample size and participant characteristics.
 - Instrument validation procedures.
 - Reliability measures.
 - Statistical tests employed during the inferential analysis.
4. The presentation of quantitative findings should include complete statistical information, including frequencies, confidence levels, significance values, and explanatory tables.
5. The manuscript would benefit from a dedicated section discussing practical implementation challenges, resource requirements, and institutional barriers to adopting the proposed model.
6. Some references cited in the results section require stronger integration with the empirical findings to avoid appearing descriptive rather than analytical.
7. Language editing is recommended, particularly in the English abstract, where several grammatical and stylistic inconsistencies are evident.

Overall Evaluation:

This manuscript addresses an important societal challenge through a highly original and theoretically rich perspective. The integration of Social Marketing 5.0 with resilient road safety governance contributes meaningfully to emerging debates on digital public policy and sustainable behavioral change. While the conceptual contribution is strong, improvements in methodological transparency, empirical presentation, and clarity of expression are needed before publication. Therefore, the manuscript is recommended for acceptance after minor revision.