

REVIEWER'S REPORT

Manuscript No.: IJAR-58548

Title: Digital Marketing Strategies and Business Continuity: A Narrative Review of Sales Performance Outcomes in United Arab Emirates-Based Organisations .

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's ID: JPR-130

Detailed Reviewer's Report

1. Overall Evaluation

The manuscript presents a narrative review of the relationship between digital marketing strategies, sales performance, and business continuity with a particular focus on organizations in the United Arab Emirates (UAE). The topic is timely and relevant considering the rapid growth of digital technologies and their increasing importance in maintaining business performance in competitive markets. The paper effectively synthesizes existing literature on major digital marketing strategies such as SEO, social media marketing, email marketing, content marketing, and influencer marketing, while highlighting their contributions to customer engagement, revenue generation, and organizational resilience. The manuscript is logically organized and written in a clear academic style. The inclusion of UAE-specific context enhances its practical relevance. However, the review remains largely descriptive, and the methodology lacks sufficient detail regarding literature selection. A stronger critical discussion, broader theoretical integration, and additional recent studies would further improve the overall quality of the manuscript.

2. Strengths

2.1 Relevant and Significant Topic - The study addresses a highly relevant issue in today's digital business environment. The relationship between digital marketing, sales performance, and business continuity is important for both researchers and practitioners.

2.2 Well-Structured Manuscript - The paper follows a logical structure with clearly organized sections, making it easy for readers to understand the flow of ideas from introduction to conclusion.

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2.3 Comprehensive Literature Coverage - The review discusses the major digital marketing strategies, including SEO, social media marketing, email marketing, content marketing, and influencer marketing. The literature selected adequately supports the discussion.

2.4 UAE-Specific Perspective - The manuscript successfully highlights the digital transformation initiatives, cultural diversity, and technological readiness of the UAE, increasing the practical relevance of the review.

2.5 Identification of Research Gaps - The author identifies several important research gaps, including the lack of UAE-based empirical studies, the need for longitudinal research, and the limited integration of digital marketing with business continuity planning.

2.6 Clear Academic Writing - The manuscript is written in a professional academic style with appropriate language, coherent arguments, and generally consistent referencing.

3. Areas for Improvement

3.1 Improve the Review Methodology - Although the manuscript states that it follows a narrative review approach, it should provide more information about the literature search process, databases used, search keywords, publication period, and inclusion criteria. This would improve the transparency and credibility of the review.

3.2 Strengthen Critical Analysis - Most sections summarize previous studies rather than critically evaluating them. The review should compare findings across different studies, discuss inconsistencies, and explain possible reasons for differing results.

3.3 Enhance Theoretical Foundation - The manuscript would benefit from incorporating relevant theories such as the Resource-Based View (RBV), Dynamic Capability Theory, or Technology Acceptance Model (TAM) to strengthen the conceptual framework.

3.4 Include More Recent Literature - Additional studies published in recent years on AI-driven digital marketing, marketing automation, customer analytics, and digital transformation would improve the currency of the review.

3.5 Expand Discussion on Business Continuity - Business continuity is one of the key themes of the paper, but the discussion remains relatively brief. More literature on organizational resilience, crisis management, and digital resilience would strengthen this section.

3.6 Improve the Conceptual Framework - The proposed framework is useful but remains descriptive. Presenting clearer relationships among digital marketing strategies, organizational capabilities, sales performance, and business continuity would improve its academic contribution.