

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 after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** The manuscript contributes to digital marketing literature by consolidating evidence linking digital marketing capabilities with sales performance and organizational resilience in UAE-based organizations. It highlights the strategic importance of SEO, social media, email marketing, content marketing, and influencer marketing while proposing an integrative framework. The review establishes a valuable conceptual foundation for future empirical investigations in Gulf-region digital business environments.
- Strength:** The manuscript demonstrates strong practical relevance by focusing on digital transformation within the UAE's rapidly evolving economy. The narrative synthesis is logically organized, supported by contemporary literature, and introduces an integrative framework connecting digital marketing strategies with business continuity. The inclusion of multiple digital marketing instruments provides comprehensive coverage and enhances the manuscript's usefulness for academics, practitioners, and policymakers.
- Key Insight:** The principal insight is that digital marketing should be viewed as a strategic organizational capability rather than merely a promotional function. Sustainable sales performance and business continuity depend not only on adopting digital marketing technologies but also on integrating analytics, cultural adaptation, employee digital competencies, and customer-centered communication. These complementary capabilities collectively strengthen organizational resilience during market disruptions.

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Reviewer's Comment / Report

The paper titled “*Digital Marketing Strategies and Business Continuity: A Narrative Review of Sales Performance Outcomes in United Arab Emirates-Based Organisations.*” synthesises literature on digital marketing strategies and their impact on sales performance and business continuity in UAE organisations. It examines SEO, social media, email, content, and influencer marketing, finding consistent positive links to engagement, revenue, and resilience across sectors including SMEs. The relationship strengthens with analytics, cultural adaptation, and skills development. Digital capability is framed as essential for continuity rather than optional promotion. Limited UAE-specific evidence is noted, with an integrative framework and research agenda proposed. Valuable conceptual synthesis for emerging markets.

Suggestions for Improvement:

1. State research problem more explicitly and concisely.
2. Expand discussion explaining why UAE represents a unique digital marketing environment requiring dedicated conceptual investigation beyond existing international studies.
3. Explain source selection process more comprehensively.
4. Describe search databases, keyword combinations, screening procedures, and rationale for selecting narrative review methodology instead of systematic review protocols.
5. Increase recent UAE-based empirical evidence considerably.
6. Identify conflicting findings within previous studies and explain how the present narrative review reconciles these inconsistencies conceptually and practically.
7. Discuss sector-wise digital adoption differences clearly.
8. Support contextual discussion using updated government reports, industry statistics, and internationally recognized digital economy indices published after.
9. Include measurable performance indicators for comparison.
10. Discuss interactions among SEO, social media, email, content, and influencer marketing rather than evaluating each instrument independently throughout.
11. Conclude with stronger recommendations for researchers, practitioners, and policymakers aiming to enhance organizational resilience through strategic digital marketing investments.

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The manuscript addresses a highly relevant and contemporary topic by synthesizing literature on digital marketing, sales performance, and business continuity within the UAE context. The proposed integrative framework offers meaningful conceptual contributions for researchers and practitioners. Nevertheless, the manuscript requires stronger methodological transparency, deeper theoretical integration, broader UAE-specific evidence, and clearer conceptual propositions. Addressing these concerns will significantly improve academic rigor and publication quality. Recommendation: Minor Revision. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.