

REVIEWER'S REPORT

Manuscript No.: IJAR-58705

Title: The evolving role of strategic planning, swot analysis and technology in business resilience.

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 relevant and contemporary research topic with good academic and practical significance. The subject is clearly introduced, and the discussion provides useful insights into the research problem. The manuscript has a reasonable structure and demonstrates an understanding of the existing literature. However, some sections require further development to improve the research gap, methodological clarity, empirical support, and analytical depth. The arguments should be supported with more recent and credible references, and the connection between the objectives, methodology, findings, and conclusion should be strengthened.

2. Strengths

2.1 Relevant Research Topic - The study addresses an important and current issue with clear academic and practical relevance.

2.2 Clear Research Focus - The manuscript presents a reasonably clear research problem and maintains focus on the major theme throughout the paper.

2.3 Literature Coverage - The study refers to relevant previous research and provides a useful background for understanding the research issue.

2.4 Practical Significance - The findings and discussion have potential implications for policymakers, practitioners, and other stakeholders.

2.5 Overall Organization - The manuscript follows a logical structure with appropriate sections and generally good readability.

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3. Areas for Improvement

3.1 Research Gap - The research gap should be stated more explicitly. The authors need to clearly explain what is missing in previous studies and how the present study contributes to the existing literature.

3.2 Methodology - The methodology needs greater detail. The authors should clearly explain the research design, data sources, sampling/selection criteria, variables, analytical methods, and procedures followed.

3.3 Empirical Evidence - Major findings and claims should be supported by sufficient empirical evidence and appropriate statistical results wherever applicable.

3.4 Literature Review - The literature review should include more recent peer-reviewed studies and should critically compare previous findings rather than only describing them.

3.5 Discussion of Findings - The discussion should be strengthened by linking the findings more directly with previous studies and the theoretical framework.

3.6 Tables and Figures - Tables and figures should have clear titles, sources, units, and explanatory notes. The presentation should be consistent throughout the manuscript.

3.7 Conclusion and Recommendations - The conclusion should clearly highlight the major findings and research contribution. Recommendations should be directly derived from the findings rather than being presented generally.

3.8 Language and Formatting - Minor grammatical, spelling, citation, and formatting errors should be corrected through careful proofreading.