

REVIEWER'S REPORT

Manuscript No.: IJAR-59400

Title: A Smart Commercial Negotiation Framework: Digital Insights and Applications in the Oil and Gas Industry.

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 study on the application of digital technologies and SaaS platforms in commercial negotiation within the oil and gas industry. The proposed framework integrates spend intelligence, inventory visibility, supplier capacity management, and mathematical optimization to improve procurement decisions. The study offers useful theoretical and practical contributions. However, improvements are required in research methodology, model validation, empirical evidence, and presentation of findings.

2. Strengths

- **Research Relevance:** The study addresses an important topic related to digital transformation and procurement efficiency.
- **Innovative Framework:** The integration of five digital pillars provides a comprehensive approach to commercial negotiation.
- **Quantitative Approach:** The mixed-integer optimization model supports structured supplier selection and procurement planning.
- **Practical Significance:** The findings offer useful insights for improving supplier relationships, reducing risks, and enhancing negotiation efficiency.
- **Sensitivity Analysis:** The inclusion of different negotiation scenarios strengthens the practical relevance of the proposed model.

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3. Areas for Improvement

Research Gap and Literature Review: The authors should clearly explain the originality of the proposed framework and strengthen the literature review with recent studies and critical comparisons.

Research Methodology: More details are required regarding the selection of interview participants, data collection procedures, case study analysis, and research validation.

Mathematical Model and Data Analysis: The authors should verify the reported optimal allocation and provide clearer explanations of the mathematical calculations, optimization procedures, and sensitivity analysis results.

Results and Discussion: The findings should be supported by stronger empirical evidence, comparative tables, and clearer connections with previous research.

Limitations and Conclusion: The study should clearly acknowledge its limitations and avoid broad conclusions that are not sufficiently supported by empirical evidence.

Language and Formatting: Minor grammatical errors, repeated explanations, and inconsistencies in tables, equations, and references should be corrected.