REVIEWER'S REPORT

Manuscript No.: **IJAR-50291**   Date:15/02/2025

Title: "HR Analytics in Action: Tackling Employee Turnover in Malaysia's Logistics & Transport Industry"

Recommendation:
Accept as it is ....**YES**...
Accept after minor revision.................
Accept after major revision ....
Do not accept (*Reasons below*) ....

Rating	Excel.	Good	Fair	Poor
Originality		GOOD		
Techn. Quality			FAIR	
Clarity			FAIR	
Significance			FAIR	

Reviewer Name: **DR SAPNA DADWAL**   **Date:** 15/02/2025

Reviewer's Comment for Publication.

(*To be published with the manuscript in the journal*)

The manuscript provides a comprehensive analysis of HR analytics as a strategic tool for addressing employee turnover in Malaysia's logistics and transport sector. Its strength lies in the integration of qualitative research, industry reports, and case studies, offering practical insights for HR professionals. The discussion on predictive analytics and workforce planning is particularly valuable, though a deeper exploration of technical aspects could further enhance its contribution.

Detailed Reviewer's Report

This paper delves into the use of HR analytics to address employee turnover within Malaysia's logistics and transport sector. By combining qualitative research, a comprehensive literature review, and industry reports, the paper provides insightful analysis into the application of HR analytics for managing workforce challenges. Through its well-structured methodology, findings, and discussions, the paper presents clear strategies to reduce employee turnover while offering valuable recommendations for industry leaders.

The introduction sets a solid foundation for understanding the issue of employee turnover within the logistics and transport industry. The author effectively outlines the gravity of the issue, underscoring the costs and productivity losses associated with high turnover rates in this sector. The focus on HR analytics

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

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as a potential solution to this problem is timely and relevant, particularly in light of the growing reliance on data-driven decision-making in business operations. The literature review is comprehensive and serves as a critical foundation for the research. It covers several key aspects, including the nature of employee turnover in the logistics and transport industry, the role of HR analytics in workforce management, and the potential of HR analytics to enhance employee retention. The discussion on employee turnover in the logistics and transport sector is well-researched, drawing attention to the unique challenges faced by this industry, such as high job demands, long working hours, and low employee engagement. The literature on HR analytics, is extensive, would have benefited from deeper exploration into the technical aspects of predictive analytics, especially in terms of the algorithms and tools that are employed to predict employee turnover.

The methodology adopted for this study is sound, with a clear focus on qualitative research. The use of a comprehensive literature review and industry reports strengthens the research's credibility, providing a wide range of insights from both academic and industry perspectives .The paper's findings provide actionable insights into the potential of HR analytics for reducing employee turnover. The discussion on predictive analytics is particularly noteworthy. The author outlines how predictive models can help HR departments identify at-risk employees and implement retention strategies proactively. This is a key strength of the paper, as it emphasizes the role of HR analytics in forecasting turnover trends and developing targeted interventions. The section on workforce planning and employee engagement is also insightful. It discusses how HR analytics can optimize recruitment, training, and development processes to create a more stable and motivated workforce. The case study on the implementation of HR analytics in Malaysian logistics firms adds practical value to the paper. By showcasing real-life examples of companies using HR analytics to address turnover, the paper bridges the gap between theory and practice. The discussion on the challenges faced in implementing HR analytics is another strong point. The paper identifies several obstacles, including a lack of skilled personnel, resistance to change, and data privacy concerns. These challenges are critical for anyone considering the adoption of HR analytics, and the paper provides a balanced perspective on the limitations of the technology.

The conclusion effectively summarizes the key findings of the paper and offers practical recommendations. The emphasis on strengthening predictive analytics capabilities and enhancing workforce planning strategies is particularly relevant for HR professionals looking to improve retention rates. The recommendations on implementing tailored employee engagement initiatives and addressing compensation and work-life balance concerns are also important, as these factors directly influence job satisfaction and retention. The paper's exploration of future directions for HR analytics is an exciting aspect. The potential of AI-powered workforce analytics and real-time HR data integration points to the evolution of HR practices in the coming years. The idea of gamification and predictive engagement strategies is innovative and reflects the growing trend of using technology to enhance employee experience.This paper provides valuable insights into the application of HR analytics for tackling employee turnover in Malaysia's logistics and transport industry.