

REVIEWER'S REPORT

Manuscript No.: IJAR-52921

Date: 23-07-2025

Title: Strategies to Reduce Noise and Wasted Time in Business Communication: A Focus on Interpersonal Communication, Time Management, and AI Integration

Recommendation:

Accept as it isyes.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer Name: Mr Bilal Mir

Reviewer's Comment for Publication.

Abstract Review:

The abstract is well-formulated and provides a clear overview of the research focus. It effectively identifies the problem—communication inefficiencies between purchasing and sales teams—and outlines the scope of communication channels examined. The integration of artificial intelligence as a modern solution is introduced clearly and meaningfully. The abstract also highlights the paper's conclusion that combining strategic communication methods with AI tools can enhance operational efficiency and business relationships. The abstract is concise, informative, and reflects the core contribution of the paper.

Introduction Review:

The introduction sets a strong foundation for the paper by underscoring the importance of effective communication in business settings, especially between sales and purchasing departments. The mention of both traditional and contemporary channels situates the discussion within a comprehensive framework. Relevant scholarly citations enhance the credibility of the arguments, and the narrative smoothly transitions to the potential benefits of AI in this context. The tone is professional and academically sound.

Communication Challenges Section Review:

This section clearly articulates the real-world consequences of poor communication within business operations. The emphasis on misinterpretation, redundancy, and decision-making delays is well-aligned with practical concerns in organizational communication. The section is enriched by references that connect communication inefficiencies to technological remedies, particularly AI. The structure and clarity of the discussion make the issues accessible and relevant.

Communication Channels and AI Integration Section Review:

The analysis of communication channels is thoughtfully segmented and specific. Each sub-section

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highlights a particular medium and presents a focused examination of how AI can enhance its functionality. For instance, the discussion on in-person meetings recognizes their relational value while emphasizing time efficiency via AI-based scheduling. The treatment of emails is similarly insightful, with references to machine learning-based email prioritization. The use of current academic references throughout supports the validity of the claims.

Overall Clarity and Organization:

The content is well-organized, with clearly delineated sections that progress logically. The writing style is formal and coherent, maintaining a clear focus throughout. The inclusion of citations provides academic rigor, and the use of examples helps in illustrating the application of AI in various communication contexts.

Originality and Relevance:

The paper addresses a timely and significant issue in business operations, combining classical communication challenges with emerging AI solutions. The dual focus on reducing inefficiencies and fostering better interpersonal relationships makes the topic particularly relevant to modern organizational strategies. The originality lies in its integrated perspective—bridging communication theory with AI-driven technological advancements.

Conclusion:

This paper presents a thorough and academically grounded exploration of how AI can be utilized to mitigate noise and inefficiencies in business communication. The balance between theoretical insights and practical applications makes it a valuable contribution to contemporary business communication literature.