

REVIEWER'S REPORT

Manuscript No.: IJAR-53516

Date: 25-08-2025

Title: Breaking the Inertia: Applying Newtonian Mechanics to Psychological and Organizational Transformation

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: Mir Tanveer

Reviewer's Comment for Publication.

Abstract:

The abstract introduces a unique and interdisciplinary framework that connects Newton's First Law of Motion with psychological and organizational resistance to change. It outlines the parallels between physical inertia and human or institutional reluctance to initiate transformation. The integration of physics, psychology, leadership studies, and mythology enriches the conceptual foundation. The use of corporate examples (Microsoft, Netflix, Nokia), individual disruptors (Malala Yousafzai, Satya Nadella), and mythological archetypes (Arjuna, Hanuman, Nachiketa) illustrates universality and applicability across domains. The emphasis on emotional triggers, story redesign, and momentum-based rituals positions the framework as both innovative and actionable.

Keywords:

The keywords—Psychological Inertia, Newton's First Law, Organizational Change, Behavioural Momentum, Leadership Transformation, Emotional Triggers, Story Redesign, Human Resistance—are comprehensive and well-aligned with the paper's thematic scope.

Introduction:

The introduction establishes the paradox of modern disruption: while the pace of change is

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

accelerating, resistance to it remains strong across individuals, organizations, and cultures. The proposed framework seeks to decode this resistance through Newtonian mechanics, making an explicit and systemic link between physical inertia and psychological or organizational inertia. By equating psychological inertia with physical concepts of mass, motion, and rest, the model offers a fresh conceptual vocabulary for leadership and organizational studies. The introduction also emphasizes that transformation requires more than motivational appeals; it demands structural, emotional, and narrative recalibration for irreversible change.

Scientific Foundations (Section 1.1):

The literature review effectively integrates diverse scholarly contributions that support the concept of psychological inertia:

- Weick (1995) on cognitive frames resisting disruption without external triggers.
- Kahneman (2011) on System 1 and System 2 thinking, linking resistance to automatic cognitive processes.
- Schein (2010) on cultural inertia as a barrier to organizational transformation.
- Duhigg (2012) on habit loops sustaining behavioural motion.

These citations provide a solid theoretical grounding for the framework, reinforcing its interdisciplinary basis.

Overall Assessment:

The manuscript presents an original, cross-disciplinary exploration of change management by applying Newtonian mechanics to psychological and organizational contexts. Its strength lies in combining scientific reasoning with practical and symbolic illustrations, ranging from corporate case studies to cultural and mythological archetypes. The paper demonstrates both conceptual depth and pragmatic orientation, making it relevant for scholars, leaders, and practitioners interested in leadership transformation and systemic change.