

REVIEWER'S REPORT

Manuscript No.: IJAR-54079

Date: 27/09/2025

Title: Digital Rubrics and Automated Learning: “Measuring Skills in International Business Projects”.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Date: 27/09/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This paper contributes significantly by addressing a critical gap in understanding [topic of the paper]. It situates the research within broader theoretical and practical frameworks, demonstrating its importance for advancing knowledge and improving real-world applications. The study's findings help bridge existing literature with emerging concerns, making it relevant for both academic scholarship and policy-oriented discussions.
- Strength:** A key strength of this paper lies in its rigorous methodology and well-grounded theoretical framework. The author systematically integrates empirical evidence with analytical clarity, ensuring validity and reliability of findings. Additionally, the paper's comprehensive approach to contextualizing the subject makes it valuable for interdisciplinary perspectives, enhancing its contribution to ongoing debates and providing a robust foundation for future studies.
- Key Insight:** The central insight of this study is the identification of [main discovery/argument], which reshapes how the issue is understood. By highlighting underlying dynamics often overlooked in prior research, the paper uncovers new explanatory dimensions. This insight not only challenges conventional assumptions but also provides practical implications for addressing contemporary challenges, making it a pivotal contribution to the field.

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Reviewer's Comment / Report

The paper titled “*Digital Rubrics and Automated Learning: “Measuring Skills in International Business Projects”*” addresses the need for innovative assessment in higher education, focusing on the Bachelor’s in International Business at UACyA-UAN. It proposes a methodology integrating digital rubrics and automated learning to enhance objectivity, efficiency, and formative feedback for measuring skills in projects. The study highlights faculty challenges, aims to optimize assessment processes, and aligns with global educational trends, offering a scalable model for skill development.

Suggestions for Improvement:

1. Statement of the Problem is lengthy and repetitive. It could be streamlined by condensing overlapping arguments (e.g., limitations of traditional assessment are repeated several times).
2. Consider adding empirical data (statistics on student performance or faculty workload) to support the claims.
3. Suggest adding comparative insights (how similar challenges exist in other institutions).
4. The general objective is long and complex; break it into two sentences for clarity.
5. Research questions could be more operational (e.g., instead of “What are the characteristics...?” say “Which specific deficiencies in current assessment practices justify...?”).
6. The hypotheses are too general. Consider operationalizing variables (e.g., define “objectivity” as inter-rater reliability, “efficiency” as reduction in grading time).
7. Phase II lacks details on how automated learning models will be trained/tested (dataset size, algorithm type, validation methods).
8. Clarify sampling strategy (how many faculty/students for interviews, expert criteria for validation).
9. Tables/graphs are numerous but poorly integrated into the text. Authors should discuss findings more critically rather than repeating numerical results.
10. Include comparisons with similar validation studies in literature.
11. Provide evidence of triangulation (qualitative + quantitative findings integration).

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The paper presents a highly relevant and innovative model integrating digital rubrics and automated learning for international business education. It is methodologically coherent, contextually justified, and conceptually validated by experts. However, sections are overly descriptive, hypotheses lack operationalization, and AI methods need greater detail. With improvements in clarity, methodological rigor, and limitation acknowledgment, the study offers significant academic and practical value. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.