

REVIEWER'S REPORT

Manuscript No.:IJAR-54319

Title: THE IMPORTANCE OF INFORMATION AND THE ROLE OF BUSINESS INTELLIGENCE IN KEY ACCOUNT MANAGEMENT IN THE FMCG 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	YES			
Techn. Quality	YES			
Clarity	YES			
Significance	YES			

Reviewer Name: Dr. Himanshu Gaur

Date:13/10/2025

Detailed Reviewer's Report

The paper "The Importance of Information and the Role of Business Intelligence in Key Account Management in the FMCG Industry" offers a clear, well-structured, and practically relevant examination of how business intelligence (BI) transforms information into actionable insights for key account management. The abstract effectively emphasizes the critical role of information as a strategic resource in the fast-moving consumer goods (FMCG) sector and highlights how BI tools enhance decision-making, monitoring of promotional activities, consumer understanding, e-commerce management, and retail price tracking. The use of an interpretive case study methodology allows for meaningful comparisons between traditional data processing and modern BI approaches, lending credibility and empirical grounding to the findings. The abstract clearly communicates the study's conclusions that BI implementation is not inherently a technical barrier and that it significantly improves collaboration with key customers while supporting strategic decision-making. Furthermore, the recommendations on developing managers' digital competencies, ensuring data integration, and adopting phased implementation demonstrate both practical insight and relevance. The abstract is concise, coherent, methodologically sound, and presents a strong link between research findings and managerial implications, making it suitable for **acceptance without any revision.**