

REVIEWER'S REPORT

Manuscript No.:IJAR-55317

Title:The Moral Scaffolding of Reputation: A Patient-Centered Scale and Critical Inquiry into the Physician-Patient Relationship

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

Detailed Reviewer's Report

The title The Moral Scaffolding of Reputation: A Patient-Centered Scale and Critical Inquiry into the Physician-Patient RelationshipThe manuscript presents a conceptually rich and methodologically sound investigation into physician reputation by reconceptualising it as a moral, relational, and patient-centred construct rather than a transactional or market-driven attribute, drawing effectively on Rossiter's C-OAR-SE paradigm and a mixed-methods design to develop and validate a 14-item scale across four dimensions—Medical Service, Human Qualities, Emotional Appeal, and Work Environment. The study demonstrates strong theoretical grounding, qualitative depth, and interdisciplinary integration, successfully linking marketing theory with medical ethics and health humanities while offering a meaningful contribution to healthcare reputation literature. However, despite its scholarly merit, the manuscript requires major revision due to excessive length, structural imbalance, and repetition across sections, which detract from clarity and readability. The analysis would benefit from tighter organisation, clearer analytical signposting, and condensation of overlapping discussions, along with minor language polishing to ensure consistency and precision for an international audience. With focused revisions addressing conciseness, coherence, and presentation, the manuscript holds strong potential for publication in a high-quality interdisciplinary journal. **Accepted without Revision**