

REVIEWER'S REPORT

Manuscript No.: IJAR-55436

Title: Challenges in Conducting Commercial Research and Their Solutions: An Examination of the Research Process

Recommendation:

Accept as it is

Accept after minor revision Yes

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 manuscript offers a detailed and practice-oriented review of commercial research processes, with a clear focus on team-based research execution, standard operating procedures, and the academic-commercial research divide. The topic is relevant and valuable, particularly in the Indian context, and the paper benefits from the authors' extensive industry experience, which adds practical depth and clarity to the discussion. The chronological presentation of research stages—from information needs to confidentiality—is a key strength and makes the paper especially useful for students and early-career researchers entering the commercial research field. However, the study remains largely descriptive and would benefit from stronger analytical depth, clearer theoretical positioning, and tighter integration with existing research methodology literature to enhance academic rigor. Language polishing, reduction of redundancy, and clearer justification of the methodological approach as a structured review are also recommended. Overall, the paper is informative and has good applied relevance, and with moderate revisions, it can make a meaningful contribution to literature on commercial and managerial research practices.