

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- limitations of the study can be included.

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer Name: Dr.D.LEELA KALYANI

Detailed Reviewer's Report

This paper provides a clear and practical overview of how commercial research is actually carried out in real-world conditions, especially in a large and diverse country like India. The paper successfully bridges the gap between academic research methods and commercial research practices by explaining each stage of the research process in a systematic and easy-to-follow manner. The topic is relevant, useful, and well aligned with the needs of students, researchers, and industry professionals.

The paper is original in its approach as it focuses on the process of conducting commercial research rather than only on outcomes or findings. The emphasis on team-based research, standard operating procedures, field operations, and coordination challenges is rarely discussed in detail in existing literature. The use of the authors' long professional experience adds authenticity and depth to the discussion.

The methodology is appropriate for the objectives of the study. The paper is structured in a logical, step-by-step flow, covering all stages from information needs to reporting and confidentiality. The use of relevant references strengthens the academic base. However, since the study is mainly descriptive and experience-based, the paper would benefit from brief illustrative examples or case references to further strengthen technical robustness.

The paper is written in clear and understandable language. Concepts are explained in a straightforward manner, making the paper accessible even to readers with limited prior exposure to commercial research. Minor grammatical errors, formatting inconsistencies, and long sentences are present in some sections and should be corrected to improve readability.

The study is highly significant for management students, early-career researchers, and professionals entering the commercial research field. It explains several practical steps that are often missing in

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textbooks. For corporate users, the paper acts as a useful checklist for planning and evaluating commercial research projects. Overall, the contribution is strong in terms of practical relevance.