

REVIEWER'S REPORT

Manuscript No.: IJAR- 55456

Title: OCM Plan Report on Ramteejay Construction Company: Digital Value Transformation through BIM and BRM

Recommendation:

Accept

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

Reviewer Name: Dr. Ashish Yadav

Detailed Reviewer's Report

Reviewer's Comment for Publication.

Acceptance Comment are mentioned below suitable for the paper titled “ OCM Plan Report on Ramteejay Construction Company: Digital Value Transformation through BIM and BRM”

Reviewer Comments: Accept

Reviewer Comments –

1. Introduction

The introduction effectively frames the need for digital transformation within the West African construction industry and clearly articulates the strategic motivation for Ramteejay Construction Company to evolve from a traditional, analog organization into a digitally enabled enterprise. The narrative highlights market pressures, regulatory complexity, and client expectations as key drivers of change, which creates a strong rationale for the study. However, the introduction could be further strengthened by defining the organizational scale, current digital maturity level, and explicit problem statement in more measurable terms. Overall, the introduction is contextually relevant and compelling, clearly establishing the significance and urgency of the transformation initiative.

2. Literature Review

The abstract indicates a conceptual grounding in Building Information Modeling (BIM) and Benefits Realization Management (BRM), which are both well-established frameworks in digital project delivery and value governance. The linkage between these two frameworks demonstrates a strong theoretical foundation by emphasizing not only technology adoption but also structured value realization. However, the literature base could be made more explicit by referencing prior transformation models, case studies, or maturity frameworks within similar construction environments. A clearer synthesis of existing research would help demonstrate how the proposed approach advances current knowledge rather than only applying known frameworks. Nonetheless, the conceptual orientation appears sound and relevant.

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3. Solution Approach

The proposed solution approach is robust and methodologically structured around Kotter's 8-Step Change Model, supplemented by stakeholder engagement planning, governance structuring through a Change Management Team and BRM Office, and KPI-based performance tracking. This demonstrates a thoughtful balance between strategic alignment, operational execution, and cultural change. The phased implementation description suggests practical awareness of organizational resistance and readiness needs. However, greater clarity regarding risk mitigation, capability-building strategies, and integration between BIM adoption and BRM governance would further strengthen methodological rigor. Overall, the change strategy reflects a mature and comprehensive approach to enterprise transformation.

4. Results and Discussion Orientation

Although the report does not yet present empirical findings, its strong orientation toward measurable outcomes—such as lifecycle tracking dashboards, KPI-driven monitoring, and benefit realization metrics—indicates a results-focused mindset. This suggests that implementation success will be assessed not only in terms of technology deployment but also value delivery and organizational performance improvement. The emphasis on transparency, resource allocation, and strategic alignment is particularly commendable. Future versions would benefit from indicative benchmarks, projected improvements, or pilot-based insights to enhance credibility. Even so, the framing of expected results is coherent and professionally aligned with best practices in digital transformation governance.

5. Conclusion

The conclusion implied within the abstract stresses the strategic necessity of aligning digital tools such as BIM with structured value-governance mechanisms like BRM to ensure sustainable and measurable transformation. The proposed roadmap positions Ramteejay Construction Company to evolve into a more integrated, proactive, and performance-driven organization. However, the work would be strengthened by acknowledging transformation risks, cultural barriers, and long-term capability sustainability strategies. Clearer articulation of how success will be institutionalized beyond implementation would also add value. Nevertheless, the closing message is strong, future-focused, and demonstrates clear managerial relevance.