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REVIEWER'S REPORT

Manuscript No.: IJAR-55809

Title: Avenues, prospects and ultimate of New Venture Planning in India, A conceptual Study

Recommendation:

Accept as it is
Accept after minor revision.....
Accept after major revision
Do not accept (Reasons below)

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

Reviewer Name: Dr.P.Manochithra

Detailed Reviewer's Report

Manuscript Title

Avenues, Prospects and Ultimate of New Venture Planning in India: A Conceptual Study

Type of Study

Conceptual / Descriptive Study

Overall Evaluation

The manuscript presents a **comprehensive conceptual discussion** on new venture planning in the Indian context. It systematically explains the process of starting a new venture, opportunity identification, idea generation techniques, and entrepreneurial imagination. The topic is **relevant and appropriate** for entrepreneurship, management, and commerce disciplines, particularly for undergraduate and postgraduate learners.

However, the paper **lacks analytical depth, empirical support, and theoretical integration**, which limits its contribution to academic research journals. With moderate revisions, it can be strengthened significantly.

Section-wise Comments

Abstract

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- Clearly summarizes the theme and scope of the paper.
- However, it **repeats introductory content** and lacks:
 - Research gap
 - Methodological clarity
 - Key findings or implications

Suggestion: Condense the abstract and explicitly state the **purpose, method (conceptual), and contribution.**

Introduction

- Provides a clear explanation of enterprise and entrepreneurship.
- The discussion is **descriptive rather than analytical.**

Suggestion:

Introduce:

- Current entrepreneurial challenges in India
- Policy environment (Startup India, MSMEs, digital economy)
- Research gap this paper intends to address

Objectives of the Study

- Clearly stated but **very broad.**

Suggestion:

Add 1–2 supporting objectives such as:

- To analyse opportunity identification mechanisms
- To examine idea generation techniques relevant to Indian entrepreneurs

Research Methodology

- Identifies the study as **conceptual.**
- Data sources are mentioned but **not critically evaluated.**

Suggestion:

Clarify:

- Criteria for selecting literature
- Time period of reviewed studies
- Conceptual framework (if any)

Main Content (New Venture Planning & Opportunity Identification)

REVIEWER'S REPORT**Strengths:**

- Logical sequencing of venture creation steps
- Clear explanations with simple language
- Useful for academic instruction

Limitations:

- Over-reliance on general explanations
- No case studies, models, or frameworks
- Indian context is not deeply integrated

Suggestion:

Include:

- Indian startup examples (MSME, digital startups)
- Flowcharts or conceptual models
- Comparative insights (India vs global practices)

Idea Generation Techniques

- Very detailed and well-organized
- Covers classical techniques (Brainstorming, SCAMPER, etc.)

Concern:

Section is **lengthy** and appears more like **textbook content**.

Suggestion:

Condense and link techniques to:

- Startup success
- Innovation outcomes
- Entrepreneurial performance

Conclusion

- Summarizes the importance of imagination and innovation well.
- Lacks **policy, managerial, or academic implications**.

Suggestion:

Add:

- Implications for entrepreneurs
- Implications for educators and policymakers

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- Scope for future research

Language and Presentation

- Language is **generally clear** but contains:
 - Grammatical errors
 - Repetitions
 - Formatting inconsistencies

Recommendation:

Professional proofreading is strongly advised.

References

Strengths:

- Extensive and updated references
- Inclusion of recent studies (2023–2026)

Issues:

- Over-citation of web sources
- Inconsistent citation style
- Some references not cited in text

Suggestion:

- Follow **APA / journal-prescribed format strictly**
- Remove redundant and non-academic links

Ethical & Academic Considerations

- No ethical issues detected
- Plagiarism risk is **moderate** due to highly descriptive content

Suggestion:

Rephrase standard definitions and improve originality.

Final Recommendation

Decision:

Major Revision Required

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Justification:

- The manuscript is informative and structured but **lacks originality, analytical depth, and research contribution.**
- Suitable for:
 - Teaching-oriented journals
 - Conference proceedings
 - College-level academic publications
- Requires **significant enhancement** for high-impact journals.

Key Suggestions for Improvement

1. Strengthen the research gap and contribution
2. Reduce descriptive content and improve analysis
3. Integrate Indian startup ecosystem context
4. Improve abstract and conclusion
5. Standardize references and language
6. Add conceptual framework or model