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REVIEWER'S REPORT

Manuscript No.: IJAR- 56001

Title: Comparison of Pharmaceutical and Healthcare Business Practices Between India and Vietnam in Ho Chi Minh City.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** The study is significant as it offers rare, context-specific insights into cross-cultural business practices within the pharmaceutical and healthcare sectors in an emerging Asian market. By comparing Indian and Vietnamese approaches, it highlights how culture, trust, and communication shape consumer perceptions and business success. The findings are especially relevant for firms expanding into culturally diverse and post-pandemic markets.
- Strength:** Key strengths include rich qualitative data, real-world interview excerpts, and the application of established cross-cultural frameworks. The focus on Ho Chi Minh City adds strong contextual relevance. The comparative perspective enhances understanding of how national culture influences marketing strategies, consumer trust, and long-term brand development in sensitive sectors such as pharmaceuticals and healthcare.
- Key Insight:** The central insight of this research is that trust-based, respectful, and experience-oriented business practices exemplified by Indian pharmaceutical firms are more effective than aggressive, sales-driven strategies in health-related markets. Cultural sensitivity, transparency, and long-term relationship building significantly influence consumer confidence, especially in post-pandemic contexts where safety and credibility dominate purchasing decisions.

Reviewer's Comment / Report

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The paper titled “*Comparison of Pharmaceutical and Healthcare Business Practices Between India and Vietnam in Ho Chi Minh City*” examines business culture differences between Indian and Vietnamese pharmaceutical/healthcare firms operating in Ho Chi Minh City, focusing on communication, relationship-building, and negotiation styles. Drawing on cross-cultural frameworks, it finds both cultures value personal relationships and hierarchy, yet Vietnamese entrepreneurs favor indirect, gentle communication while Indians adopt more direct, open approaches. The work highlights convergence in relational emphasis alongside divergence in interaction norms, offering practical insights for cross-border operations in culturally sensitive sectors. Though insightful, the study lacks methodological detail (sample size, data sources) and empirical depth, limiting rigor.

Suggestions for Improvement:

1. Clearly articulate the research problem in a dedicated paragraph. Reduce repetition related to pandemic impacts.
2. Explicitly state research objectives at the end of the section. Improve coherence by tightening transitions between paragraphs.
3. Organize literature thematically instead of listing studies. Critically compare Indian and Vietnamese scholarship.
4. Explicitly identify unresolved debates or inconsistencies. Strengthen linkage between reviewed studies and research questions.
5. Clearly distinguish between consumer perception and business strategy.
6. Explain how answering these questions advances theory.
7. Integrate frameworks rather than presenting them sequentially.
8. Specify the number of interviews conducted. Describe participant selection criteria.
9. Explain interview duration and data saturation. Address ethical considerations and consent procedures.
10. Reduce anecdotal content and strengthen analytical depth.
11. Clearly explain why each excerpt is analytically important.
12. Clearly distinguish conclusions from recommendations.

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This paper provides a valuable qualitative comparison of Indian and Vietnamese pharmaceutical and healthcare business practices in Ho Chi Minh City. Its strengths lie in contextual depth, empirical richness, and practical relevance. However, the manuscript requires moderate revisions to improve structure, methodological transparency, and analytical rigor. With clearer synthesis and stronger theoretical integration, the study would be suitable for publication in IJAR. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.