

## 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 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 presents a detailed and contextually rich comparative analysis of pharmaceutical and healthcare business practices between Indian and Vietnamese enterprises operating in Ho Chi Minh City, clearly defining its objectives and addressing an evident research gap with strong relevance in a post-pandemic and globalized business environment; the study is well grounded in established cross-cultural and international marketing frameworks and effectively integrates qualitative insights from in-depth interviews to explain differences in consumer perceptions, communication styles, relationship building, and marketing approaches; the discussion offers valuable practical insights by highlighting the strengths of Indian firms in trust-based, quality-oriented, and culturally sensitive practices, while critically examining the challenges faced by Vietnamese companies in terms of consumer trust, aggressive sales tactics, and quality transparency; however, the manuscript would benefit from clearer methodological detailing regarding sample selection, interview procedures, and data analysis, as well as a more concise presentation to reduce repetition and enhance academic focus; overall, the paper makes a meaningful contribution to cross-cultural business and healthcare marketing literature, and with minor methodological clarification and language refinement, it has strong potential for publication.