

## REVIEWER'S REPORT

Manuscript No.: IJAR-50378

Date: 23/02/2025

**Title: PESTLE Analysis**

**Recommendation:**

**Accept after major revision.**

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

Reviewer Name: Dr. Bishwajit Rout

Date: 23/02/2025

**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:** This research paper provides an in-depth analysis of the PESTLE framework, highlighting its role as a strategic management tool for evaluating external macro-environmental factors. It emphasizes how businesses can use PESTLE analysis to navigate complex business environments, enhance decision-making, and ensure long-term sustainability.
- Strength:** The study offers a well-structured historical overview, benefits, limitations, and real-world applications of PESTLE analysis. It effectively integrates theoretical perspectives with practical insights, making it valuable for both academic research and business strategy development.
- Key Insight:** PESTLE analysis remains a crucial tool for organizations, enabling them to anticipate challenges and leverage opportunities by analyzing political, economic, social, technological, legal, and environmental factors. The paper underscores its importance in achieving competitive advantage and sustainable business practices.

### *Reviewer's Comment / Report*

The paper titled "PESTLE analysis" provides a comprehensive analysis of PESTLE analysis, covering its evolution, components, advantages, and limitations. It is well-structured, supported by credible references, and presents a balanced perspective on the tool's strategic importance for businesses.

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However, the paper primarily focuses on theoretical discussions and lacks empirical evidence or real-world case studies. Additionally, the methodology needs to be explicitly defined, and the literature review should incorporate more recent studies

### Suggestions for Improvement:

1. More recent studies (post-2020) could enhance the literature review to ensure the paper reflects the latest academic and industry perspectives.
2. The paper does not clearly define the research methodology. It would benefit from specifying whether the study is qualitative, quantitative, or mixed-methods.
3. the discussion is mostly theoretical. Incorporating real-world business examples or case studies would enhance practical applicability.
4. Suggestions for improving PESTLE analysis (e.g., integrating data analytics or AI) would add value.
5. Future research directions should be explicitly stated, such as how businesses can integrate PESTLE analysis with emerging technologies like artificial intelligence.

The paper is a solid academic contribution to strategic management literature. With the suggested improvements, it can become even more impactful and practically relevant for researchers and business professionals. I recommend revision and resubmission for enhanced clarity, depth, and real-world applicability.

I recommend this paper for publication after major revision.