



## REVIEWER'S REPORT

Manuscript No.: IJAR-50959

Date: 9/04/2025

**Title: SWOT Analysis of Digital Development of Rural Industries in Minority Areas of Southwest China.****Recommendation:****Accept after minor revision.**

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

Reviewer Name: Dr. Bishwajit Rout

**Date:** 9/04/2025**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 study offers a comprehensive framework to assess the digital transformation of rural industries in southwest China's minority regions. It fills a crucial gap by addressing regional disparities and integrating digital infrastructure, policy, and socio-cultural dimensions. Its policy-oriented SWOT approach makes it highly relevant for shaping inclusive, sustainable digital strategies in rural development.
- Strength:** The paper excels in applying a structured SWOT framework supported by big data and regional analysis. It highlights strong infrastructure growth in Sichuan and Yunnan, and connects technological advancements with socioeconomic outcomes. Its balanced perspective, covering both opportunities and risks like data security and climate change, ensures practical relevance for policymakers and rural stakeholders.
- Key Insight:** The key insight is that while digital infrastructure and national policy support are advancing, uneven adoption and socio-cultural barriers still hinder equitable digital transformation in rural minority areas. The study reveals that sustainable progress requires a combination of targeted infrastructure investment, digital literacy, localized strategies, and culturally sensitive technology integration to ensure inclusive rural digitalization.

### REVIEWER'S REPORT

#### *Reviewer's Comment / Report*

The paper titled “*SWOT Analysis of Digital Development of Rural Industries in Minority Areas of Southwest China.*” presents a comprehensive and insightful SWOT analysis of the digital transformation of rural industries in the southwestern ethnic minority regions of China. The paper demonstrates strong theoretical foundations, applies relevant data sources, and provides actionable recommendations for policymakers and stakeholders. It effectively situates itself within current policy contexts (e.g., Digital China, Rural Revitalization Strategy) and balances qualitative and quantitative perspectives.

#### **Suggestions for Improvement:**

1. The study relies entirely on secondary data; however, the methodology section does not clearly outline the criteria for selecting and analyzing this data. Add a dedicated Methodology section detailing: Data sources (with citations), and Analytical framework for SWOT categorization.
2. While the literature review is comprehensive, it reads more like a general background section than a critical review. Identify gaps more explicitly and Compare findings with previous studies to strengthen the need for this research.
3. The section on cultural risks is insightful but underdeveloped. Expand this by discussing: Specific tensions between digitization and indigenous knowledge systems, and Potential for hybrid approaches that respect tradition while integrating innovation.

The paper is well-structured, insightful, and grounded in relevant policy and literature. With some refinements, it will make a strong contribution to the literature on digital development in rural and marginalized regions. Accept with Minor Revisions- after addressing these refinements, the paper will be suitable for publication in IJAR.

I recommend this paper for publication after minor revision.