

SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_123841
Title of the Manuscript:	AMUL PREFERRED OUTLETS (APOS) SATISFACTION TOWARDS SERVICES OFFERED BY VASUDHARA DAIRY – STAFF SOCIETY
Type of the Article	Research articles

PART 2:

FINAL EVALUATOR’S comments on revised paper (if any)	Authors’ response to final evaluator’s comments
<p>Recommendation: Reject (No significant improvement)</p> <p>While the article "AMUL PREFERRED OUTLETS (APOS) SATISFACTION TOWARDS SERVICES OFFERED BY VASUDHARA DAIRY – STAFF SOCIETY" addresses an interesting topic related to retailer satisfaction, there are several significant flaws that warrant rejection at this stage:</p> <ol style="list-style-type: none">Lack of Depth and Critical Analysis:<ul style="list-style-type: none">The study presents descriptive statistics without adequately analyzing the data. The paper lacks depth in exploring the reasons behind the identified issues (e.g., broken products, delayed deliveries) and their potential impact on the supply chain or business model.Methodological Weaknesses:<ul style="list-style-type: none">The sample size of 98 is too small and geographically limited to three districts, making it difficult to generalize the findings. The paper does not justify why these districts were selected or how the sample size was determined.Redundancies and Repetition:<ul style="list-style-type: none">There is considerable redundancy in the results section, with repetitive tables (e.g., multiple tables showing weekly expenditure or delivery frequency without any figure) that add little value to the overall narrative.Some discussions are overly simplistic, reiterating basic information without new insights, such as summarizing data in multiple ways without meaningful interpretation.Weak Literature Integration:<ul style="list-style-type: none">Although the introduction covers general information about the Indian dairy industry, it fails to sufficiently link these details to the specific research problem. The theoretical framework lacks coherence, and the literature review does not adequately establish the gaps this study aims to fill.Key references are outdated, and the article does not engage with the latest developments or challenges in the dairy supply chain, especially concerning post-pandemic shifts or technological advancements.Inadequate Focus on the Study’s Objective:<ul style="list-style-type: none">The study claims to assess satisfaction but provides limited insights into actionable recommendations for improving services. The conclusions are weak, providing no significant strategies or practical takeaways for industry stakeholders.The focus on new product categories (such as bakery or ready-to-eat products) seems tangential to the central research question, detracting from the main goal of assessing satisfaction levels and supply chain	

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<p>issues.</p> <p>For these reasons, I recommend rejecting the article in its current form. The authors should address the methodological gaps, incorporate more rigorous analysis, and refine their focus before resubmission.</p>	
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Reviewer Details:

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