

Review Form 3

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_129556
Title of the Manuscript:	Construal Level and Cognitive Reflection in Newsvendor Games: Unveiling the Influence of Individual Heterogeneity on Decision-Making
Type of the Article	

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	This manuscript is important for the scientific community as it addresses the underexplored role of individual heterogeneity in newsvendor decision-making. By applying Construal Level Theory (CLT) and Cognitive Reflection Test (CRT), it provides fresh insights into how abstract and concrete thinking affect decision-making performance. The findings can advance behavioral operations research and improve decision-making frameworks in inventory management.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is clear but could be more comprehensive by including key findings and practical implications for decision-making in supply chain management. Explicitly framing the research gap and its significance would strengthen its impact. These additions would provide a clearer understanding of the study's contributions.	
Is the manuscript scientifically, correct? Please write here.	Yes	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References are plentiful, varied in topic, and thus show a well-researched manuscript. However, some of the references are a bit old (for example, between 2011 and 2015) and could be updated with more recent publications to ensure that the research considers recent findings. Additionally, though there are many good citations of studies in the areas of behavior and management, more references that are devoted to recent advances in CLT, CRT, and decision-making in newsvendor or supply chain settings will increase the relevance of the manuscript. Suggested additions: 1. Articles covering recent research on cognitive biases within decision-making or behavioral operations. 2. Research linking construal-level theory to decision-making in an organizational/management context. 3. Research focused on variants of the newsvendor problem and individual heterogeneity. Including these references would help to better position the manuscript in line with existing literature and bolster its contributions.	

Review Form 3

Is the language/English quality of the article suitable for scholarly communications?	Yes.	
<u>Optional/General</u> comments	With minor changes, the article is ready to publish.	

PART 2:

	<u>Reviewer's comment</u>	<u>Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</u>
<u>Are there ethical issues in this manuscript?</u>	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

Reviewer Details:

Name:	Sonal Pandey
Department, University & Country	State University of New Jersey, USA