



## Peer-Review Statements

Nisrin Alyani Ishak<sup>1,\*</sup> Azwanis Azemi<sup>2</sup> Siti Munirah Mohd Ali<sup>2</sup> Noorraha Abdul Razak<sup>4</sup>

<sup>1,2,3,4</sup> Universiti Poly-Tech Malaysia, Kuala Lumpur Malaysia

\*Nisrin Ishak ICAR2025. Email: nisrin@uptm.edu.my

All of the articles in this proceedings volume have been presented at the International Conference on Multi-disciplinary Academic Research 2025 (*ICAR2025*) - *Advances in Business & Economics, Social Science, Communications & Media (Track 2)* during 29-30 September 2025 in Kuala Lumpur Malaysia. These articles have been peer reviewed by the members of the *Technical Committee* and approved by the Editor-in-Chief, who affirms that this document is a truthful description of the conference's review process.

### 1. REVIEW PROCEDURE

The reviews were single blind. Each submission was examined by two reviewer(s) independently.

*The conference submission management system was ConfBay*

All submissions were first screened for generic quality and suitability. Prior to the conference, authors were required to submit their manuscripts via the ConfBay system, after which each paper was assigned to anonymous reviewers based on their subject-matter expertise, with due consideration given to potential conflicts of interest. Following the initial peer-review process, authors were requested to revise their manuscripts in response to reviewers' comments. Revised papers underwent a final review by anonymous reviewers to verify compliance with academic standards, including content quality, formatting, referencing, and overall presentation.

A manuscript was considered for acceptance only upon receiving favourable recommendations from the reviewers. Authors of rejected submissions were given the opportunity to revise and resubmit after addressing the reviewers' comments. The acceptance or rejection of a revised manuscript was final.

## 2. QUALITY CRITERIA

Reviewers were instructed to assess the quality of submissions solely based on the academic merit of their content along the following dimensions:

1. Relevance and originality, alignment with the conference scope, originality, novelty and contribution to the field. Pertinence of the article's content to the scope and themes of the conference;
2. Methodological rigor, soundness and transparency of research design, methods, analysis and results;
3. Ethical compliance, adherence to ethical standards and accepted academic practices;
4. Quality of presentation, clarity of language, coherence of structure and accuracy of figures, tables and references;

In addition to peer review, all manuscripts underwent an editorial screening process. The editorial team reviewed the overall content and conducted similarity checks to identify textual overlap. Where similarity levels exceed acceptable limits, authors were required to revise their manuscripts to reduce similarity to below 20% before final acceptance.

## 3. KEY METRICS

<i>Total submissions</i>	84
<i>Number of articles sent for peer review</i>	65
<i>Number of accepted articles</i>	40
<i>Acceptance rate</i>	47.61%
<i>Number of reviewers</i>	37

A total of 84 manuscripts were submitted to the conference. Following an initial editorial screening, 65 articles were deemed suitable and forwarded for peer review. After completion of the review and revision processes, 41 articles were accepted for publication. This results in an acceptance rate of 47.6%, calculated as the number of accepted articles divided by the total number of submissions. The peer-review process was supported by 37 reviewers, selected based on their subject expertise and availability.

## 4. COMPETING INTERESTS

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