



**SDI Review Form 1.6**

Journal Name:	<a href="#">Archives of Current Research International</a>
Manuscript Number:	Ms_ACRI_60800
Title of the Manuscript:	EFFECT OF ENTREPRENEURIAL STRATEGIES ON THE PERFORMANCE OF SMEs IN KOGI STATE
Type of the Article	

**General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/journal/10/editorial-policy> )



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**PART 1: Review Comments**

	Reviewer's comment	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)
<p><b>Compulsory</b> REVISION comments</p>	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• <b>What is state of SMEs in the country in general and in Kogi state specially? Need to provide current statistics on SME</b></li> <li>• <b>Do not use separate headings for research objectives and research questions. There should be main objective of the study that should be stated at the end of introduction section.</b></li> </ul> <p><b>Literature Review (need to revisit your literature)</b></p> <ul style="list-style-type: none"> <li>• <b>Section 2.3 –</b> Need to provide linkages of each strategy that you have taken in your study with your dependent variables. This linkage/relationship is missing. The section only talks generally about strategies.</li> <li>• <b>Section 2.4 Gaps in Literature –</b> The gap has been highlighted but without any supporting literature evidence. Need to support your gap with strong literature support.</li> <li>• <b>Where is model of the study and what are your hypotheses and their grounding?</b></li> </ul> <p><b>Methodology</b></p> <ul style="list-style-type: none"> <li>• <b>Section 3.3 Sample size -</b> Author(s) has used multi-stage sampling. Need to justify why multistage is used and how it was conducted. If multistage is being used what is the design of the study and then analysis should be related to multistage as well rather than just simply using regression. Furthermore, multistage sampling requires different sample sizes for each stage of the design, whereas study uses only sample size of 260 based on Bartlette et al (2001) calculations.</li> <li>• <b>Where is the instrument? From where did you take the items? Were the items adopted, adapted or developed? Were different scales were merged to form one survey instrument? If so did CFA conducted for validity?</b></li> <li>• <b>How validity was ensured of the instrument?</b></li> <li>• <b>How was common method bias addressed in the study?</b></li> <li>• <b>How was market share, return on investment and competitive advantage measured? Did you use objective measures for return on investment and market share? If so how did you run multiple regression on financial data?</b></li> </ul> <p><b>Analysis</b></p> <ul style="list-style-type: none"> <li>• <b>Table 3 –</b> how can you say that human resource strategy is most adopted by SMEs, whereas the table indicates that entrepreneurial marketing strategy is most adopted if we look at the Mean of each strategy.</li> <li>• <b>Table 5b –</b> model 4 shows that product differentiation strategy is insignificant when all four strategies are taken simultaneously in regression. Can you explain why this insignificant result. Secondly, why human resource and adaptation strategies are having inverse relation with return on investment?</li> <li>• <b>Table 6b – kindly review the table again. As I think this is error human resource strategy in Model 4 with a beta value of -1.012.</b></li> </ul> <p><b>Discussion</b></p> <ul style="list-style-type: none"> <li>• <b>Lacks theory integration in the discussion.</b></li> <li>• <b>The results of the study indicate and your recommendations also suggest that SMEs should focus more on product differentiation and marketing strategies, where as your knowledge based theory (your study underpinning theory) suggests that knowledge is intangible residing in people, culture etc. Can you explain why your recommendations as well as your results do not follow the theory that you have used.</b></li> </ul> <p><b>Conclusion</b></p> <ul style="list-style-type: none"> <li>• <b>What are the implications of your study in terms of theoretical and managerial.</b></li> <li>• <b>What about future directions?</b></li> </ul>	



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	<ul style="list-style-type: none"> <li>Recommendations Section 7, needs to be in depth. Can you explain how without focusing on human resources, SMEs can achieve competitive advantage as well as market share and return on investment?</li> </ul>	
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments	<ul style="list-style-type: none"> <li>The manuscript needs proper proof reading. Lot of grammatical mistakes in the manuscript</li> <li>The comments need to be incorporated to make the manuscript publishable.</li> </ul>	

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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