

Review Form 1.7

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_97978
Title of the Manuscript:	Influence of individualism on entrepreneurial opportunity exploitation among Small and Medium enterprises in Tanzania. The mediating effect of innovativeness.
Type of the Article	Original Research 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:

(<https://www.journalarjass.com/index.php/ARJASS/editorial-policy>)

Review Form 1.7

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><u>Compulsory</u> REVISION comments</p> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>In response to the key questions cited in the review sheet, the recommendations to be considered for the publication of the article are suggested by chapters or sections.</p> <p>RESEARCH TITLE: Influence of individualism on entrepreneurial opportunity exploitation among Small and Medium enterprises in Tanzania. The mediating effect of innovativeness.</p> <ol style="list-style-type: none"> 1. It is recommended to incorporate the chronological parameter of time in which the study was developed. 2. It is important not to exceed the maximum number of 15 words allowed for the writing of the title. <p>SUMMARY</p> <ol style="list-style-type: none"> 1. Although the strategies and forms that I use the research are described, these must be exposed under the following scheme: general objective, methodology used, result and final conclusion. (However, it should be noted that each of these subheadings present in the summary must be clear, punctual and precise). 2. It is necessary to synthesize the length of the abstract, which on average should handle a maximum of 250 words. 3. Sort the keywords alphabetically up to a maximum of five, do not put the text in italics <p>INTRODUCTION</p> <ol style="list-style-type: none"> 1. The study must emphasize the APA Regulations, being necessary to restructure the forms and details according to the APA Standards Guide 7th edition: For this, the source is left: https://normas-apa.org/wp-content/uploads/Guide-APA-Standards-7th-edition.pdf 2. It is necessary not to saturate the text in the construction of the introduction, being important to space the paragraphs according to the requirements of direct or indirect, textual or non-textual citations. (APA Standards Guide 7th edition) (The length of the paragraphs is a minimum of 4 lines up to a maximum of 10 lines, and must be correctly referenced) 3. Differentiate some paragraphs of the introduction that could appear in the literature review part, to download its breadth. (the introduction does not need to be long when there is a literature review chapter) 4. It is important to consider the current citation forms so as not to fall into hybrid nomenclatures and with a weak process. For example, in the scientific manuscript it addresses a way of citing between parentheses, this form corresponds to the VANCOUVER style, in addition to the date it is not recommended to use a set of citations that support a single paragraph, even more so if it is small Ex. (4 ,11,12) a specific bibliographical review must be made and support the paragraph under a citation Ex. (4) <p>THEORETICAL FRAMEWORK/LITERATURE REVIEW</p> <ol style="list-style-type: none"> 1. It is important to consider the background of the study, even more so when it addresses a cutting-edge topic that allows for a more in-depth analysis of whether there are advances similar to the object of study of the research at the local level or in other contexts. 	

Review Form 1.7

	<ol style="list-style-type: none">2. It is important to deepen the bibliographical review that at the moment is very scarce.3. Emphasis should be placed on the APA Regulations, making it necessary to restructure the forms and details according to the APA Standards Guide 7th edition: For this, the source is left: https://normas-apa.org/wp-content/uploads/Guide -APA-Standards-7th-edition.pdf <p>MATERIALS AND METHODS</p> <ol style="list-style-type: none">1. It is important to follow a basic structure for the description of the methodological approach, for example, there is a need to know the type of study, design, technique, sample, instruments and if they have gone through validity and reliability scenarios. <p>RESULTS PRESENTATION</p> <ol style="list-style-type: none">1. Review APA Standards Guide 7th edition, for the design and statements of tables and graphs.2. The results must be independent of the discussion chapter.3. Table 1 shows the reliability indices, Table 2 the degree of relationship, however, since there is no more evidence, the hypothetical scenario of the investigation cannot be addressed, it is important to include the hypothesis contrast test carried out to reject or accept the null hypothesis, there is a lack of scientific rigor to support point 4.2.2 (hypothesis testing).4. Consider that the objective of the macro study seeks to measure the influence of individualism, then the methodology must lead to demonstrating or attempting to direct the work to demonstrate this, this in turn must be endorsed with the results, therefore the need to reorganize the themselves. <p>DISCUSSION</p> <ol style="list-style-type: none">1. This chapter must be described separately maintaining coherence between the specific objectives and results found. (For its writing, it is recommended to apply triangulation under the following scheme: objective - results - background and bibliographic review - analysis) <p>CONCLUSION</p> <ol style="list-style-type: none">1. It should focus on the conclusive essence of the work based on the results found, the discussion analysis of the results and the general objective that the study sought to achieve. <p>RECOMMENDATIONS</p> <ol style="list-style-type: none">1. Considered based on the conclusions or final conclusion of the study, keeping the following structure: to whom it is addressed, what is the action to be taken, with strategies compliance will be achieved. <p>BIBLIOGRAPHIC REFERENCES</p> <ol style="list-style-type: none">1. In essence, with the work, the application of the APA REGULATIONS suggested in previous lines must be addressed, remembering that each citation can originate from an article, a magazine, a PDF file, a book, etc. each of these has a way of writing, it is also necessary to enrich the work with a greater bibliographical review <p>FINAL CONSIDERATION: It is important to take the suggested measures and publish the work, which in our opinion is highly relevant to the scientific community and the general public.</p>	
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Review Form 1.7

Minor REVISION comments		
1. Is language/English quality of the article suitable for scholarly communications?	It is necessary to review some articles and verbs for a better scientific writing.	
Optional/General comments	<p>General comment: The scientific article marks social relevance in the framework that individual and collective initiatives will always make the difference even more in a business context in which the competition between supply and demand only has the difference in attitude and proactivity for including the processes of innovation to continue subsisting in an increasingly competitive world of work, from this framework it is important that governments and their authorities in turn promote initiatives that can start individually or become collective and thus improve their business sustainability over time.</p> <p>At the moment it reaches the exposed score, however, with the potential that the investigation has, readjustments must be made to make it suitable for publication.</p>	

PART 2:

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

Reviewer Details:

Name:	Espiritu Martinez Antony Paul
Department, University & Country	National Autonomous High Andean University of Tarma, Perú