

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>)

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>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Yes, the topic is interesting. The article tries to analyse the inter-connections between individualism, innovation and entrepreneurial opportunity exploitation. Finally, the author(s) conclude that some form of collectivism may be required to raise capital from family and friends for the exploitation of entrepreneurial opportunities. This reveals a wider perspective entrepreneurial opportunity exploitation to be considered in further research.</p> <p>The title of the article is not well-formulated as it consists of 2 sentences. It would be great to re-formulate the title into one phrase.</p> <p>It would be great to clarify whose entrepreneurial opportunity exploitation is influenced by whose individualism (different persons or one and the same person?)</p> <p>The abstract is comprehensive. It includes all the necessary elements: aim, methodology, results, and contributions.</p> <p>The structure of the manuscript is logical.</p> <p>Yes, the manuscript is scientifically correct. It reveals literature review and hypothesis development, and it is based on the previously done research.</p> <p>The references are a little bit outdated. No references of 2023 and 2022, only one reference refers to 2021, 1 reference relates to 2020. Reference Nr. 1 could be described in more detail (year, publishing house, etc)</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>English needs to be adjusted.</p> <p>1. Some phrases are not formulated in an understandable way. For example, in the abstract: - Theoretically influence of individualism cultural values - to understand that individualism value</p> <p>Page 3: "Higher opportunity entrepreneurship is found in countries higher in individualistic values [11]".</p> <p>2. Some errors: Page 4: "PLS –SEM was preferred..." – preferred</p> <p>3. Abbreviations "IND, OE", etc should be explained</p>	
<p>Optional/General comments</p>	<p>The article could not only state but also explain how "...innovativeness significantly affects entrepreneurial opportunity exploitation [12,16]".</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)
<p>Are there ethical issues in this manuscript?</p>	<p>(If yes, Kindly please write down the ethical issues here in details)</p>	

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