

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_110100
Title of the Manuscript:	Effect of Innovation Adoption on Financial Performance of Small and Medium Enterprises in Kilifi County, Kenya
Type of the Article	Original Research Article

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.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. The manuscript is important for the scientific community as the research was scientifically undertaken.</p> <p>2. The title is suitable for the article.</p> <p>3. The researcher should add the research design to the abstract.</p> <p>4. The literature review part was not properly done. A lot of references that are supposed to be in-text citations are missing, again the topic is so current that it was expected that the researcher will have some current citations in less than 5 year but that was not well captured.</p> <p>5. The subsections are not adequate to give a reader a clearer understanding of the topic.</p> <p>6. The methodology and findings however were well captured and scientifically written. The findings should however be arranged logically and should flow for proper understanding</p> <p>7. Some of the references are current quite a number of them are below five years and few are above five years. The references do not follow the same format or style and that should be looked at.</p> <p>8. Reference is not APA style check with the journal referencing style.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The reader should effect a few grammatical errors in the manuscript.</p>	
<p>Optional/General comments</p>	<p>In general, the paper was scientifically written and so once the corrections are done it is publishable.</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><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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