

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

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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>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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>The introduction section must state the background, research gap, objectives, and the novelties of the work. The novelty/originality shall be justified by highlighting that the manuscript contains sufficient contributions to the new body of knowledge.</p> <p>The literature and the results should throw light on the relation between innovation and SMEs performance in the world.</p> <p>Yes</p> <p>The Methods section lacked critical context of the study area. In particular, much more information is needed about the nature of innovations in the area, including more detail about the different types innovations/innovative practices that took place. This would help readers understand how different types of innovations are affecting the performance and why they should adopt particular innovative practices.</p> <p>The independent variables are so few and limiting that suggest the model not to be Explanatory. Findings/results do not document that innovation, especially improvement of existing products, is an important determinant of the performance of SMEs.</p> <p>The references are sufficient and recent. References have to be aligned according to the format/style prescribed by the journal.</p> <p>The article does not clearly mention how the financial performance is measured. performance indicators like the ratio of total value added over total assets (TVAD), the total revenue growth rate (SALEG) and the ratio of total gross profit over total assets (GPA) should have been mentioned.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language seems to be fine but needs little fine tuning to make it more scholarly.</p>	
<p>Optional/General comments</p>	<p>The data analysis part is done well but requires little fine tuning. However, the paper made very good use of quantitative data in the form of tables to provide evidence (findings) to support arguments.</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><u>(If yes, Kindly please write down the ethical issues here in details)</u></p>	

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