

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_98857
Title of the Manuscript:	DESIGN THINKING AND INNOVATION IN THE INFORMAL INDUSTRIES IN KENYA
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:

<https://www.journalajebea.com/index.php/AJEBA/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.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. The abstract section is a bit lengthy. It is suggested to trim down some parts for conciseness.</p> <p>2. Subsections and structure of the manuscript are appropriate.</p> <p>3. The abstract of the article is comprehensive.</p> <p>4. The reliability and validity of the data need to be declared.</p> <p>5. There is no evidence provided in the data analysis to demonstrate the significant impact of design thinking desirability on innovation. Instead, only a comparison of the effects of some desirability indicators on innovation was made. If the impact of design thinking desirability on innovation is not significant, these comparisons are meaningless. Viability and feasibility have the same problem.</p> <p>6. The test of moderating effects requires significant evidence of the impact of government policies on the relationship between design thinking and innovation. The analysis of moderating effects can be implemented using SPSS linear regression, SPSS process, Mplus, R language, and so on.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</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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