

### Review Form 3

Journal Name:	<b>South Asian Journal of Social Studies and Economics</b>
Manuscript Number:	<b>Ms_SAJ SSE_121449</b>
Title of the Manuscript:	<b>THE MEDIATING ROLE OF FINANCIAL LITERACY IN THE CHARACTERISTICS OF MSMES AND FINANCIAL TECHNOLOGY ON MSME SUSTAINABILITY</b>
Type of the Article	<b>Original Research Article</b>

#### **General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	By investigating how financial literacy influences the relationship between MSME characteristics, financial technology, and sustainability, the study addresses a gap in understanding the dynamics that affect MSME. However, the manuscript would benefit from further clarification of the relationships examined and a more detailed discussion of the implications of the findings.	
Is the title of the article suitable? (If not please suggest an alternative title)	The Title of the paper requires clarity as it's unclear whether it means financial literacy mediates the relationship between MSME characteristics and sustainability, or between financial technology and sustainability. Ensure that the title consistently reflects the structure and content of the study.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract should begin with an overview and the significance of the research to provide context and highlight the importance of the study. To maintain the quality of academic writing, it is advisable to use passive voice or third-person constructs throughout the abstract. Additionally, avoid using both "is" and "was" in the same sentence, as this can disrupt the clarity and flow of the text. The paper should be reviewed for grammatical errors and to ensure a smooth and coherent flow of academic writing.	
Are subsections and structure of the manuscript appropriate?	Conceptual framework, implication of the study, limitation of the study are missing.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The structured approach to investigating the interplay between MSME characteristics, financial technology, and sustainability, with a focus on financial literacy as a mediating factor. The use of a quantitative research design and statistical analysis tools, such as SmartPLS, enhances the credibility of the findings by employing rigorous methods to test the proposed hypotheses.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	

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<p>Minor REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The manuscript requires major revision</p> <ol style="list-style-type: none"> <li>1. The title of the paper could be refined to remove ambiguity.</li> <li>2. The paper requires serious review for grammatical errors and follow academic writing flow.</li> <li>3. Use of first person should be avoided while writing a research paper.</li> <li>4. In the Introduction section, the transition between discussing MSME characteristics and the traits of MSME actors could be smoother. It's important to clearly differentiate between the characteristics of the MSME itself and those of the actors involved.</li> <li>5. The author should provide conceptual framework for the indicators discussed in the paper.</li> <li>6. Section 3 Research Methods or Research Methodology?</li> <li>7. Table 2, clarity requires for amount. Is it amount or frequency?</li> <li>8. In section 4.1.1. several question indicators, such as KU2, KU4, FT3, KEB2 and KEB3 requires additional information.</li> <li>9. There are spelling errors in the paper. Eg. <b>Table 6 heading Path Coefficient</b>, spelling check in required.</li> <li>10. Seven Hypothesis are framed and the results are provided in Discussion section. However, there are missing information on the hypothesis testing. Based on which tables or result the interpretation are made under discussion?</li> <li>11. The implication of the study provides value addition on the existing body of knowledge. It is important to provide the implication of the study and limitation of the current study.</li> <li>12. Conclusion should be comprehensive. Ensure that the terminology used is consistent and clear. For example, "In the next finding" could be rephrased to avoid redundancy. There is repetition in the sentence structure.</li> <li>13. Citation should be consistent throughout. Some of the references, do not follow APA style, page numbers missing etc.</li> </ol>	
<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><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

**Reviewer Details:**

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