

Review Form 3

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_127931
Title of the Manuscript:	Commercial Plant Nurseries in Kerala: A Critical Analysis of Key Success Drivers
Type of the Article	Original Research Article

PART 1: 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. A minimum of 3-4 sentences may be required for this part.	This manuscript offers critical insights into the factors driving the success of commercial plant nurseries in Kerala, which play a pivotal role in the agricultural economy and foster innovation in agribusiness. By employing Principal Component Analysis (PCA), it examines essential aspects such as social responsibility, effective financial practices, and entrepreneurial qualities. The findings present a significant addition to agribusiness research, with potential applications in shaping policies and designing targeted training initiatives.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title, " <i>Commercial Plant Nurseries in Kerala: A Critical Analysis of Key Success Drivers</i> ," is clear, concise, and aptly reflects the study's content. It aligns with the primary focus of the research and would attract the relevant audience interested in agri-preneurship and nursery management.	
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 provides a clear overview of the study's goals, methods, key results, and significance. However, several enhancements could improve its clarity and impact: <ul style="list-style-type: none"> • Incorporate specific data, such as the percentage of respondents achieving high success rates. • Clearly state the total variance explained by PCA (68%) to emphasize the strength of the analysis. • Simplify language for better readability, for example, changing "elderly category entrepreneurs" to "older entrepreneurs" for a smoother flow. 	
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically sound, employing a rigorous methodology, including PCA and standardized scoring. The findings are well-supported by data, and the interpretation aligns with the results. However, a minor concern is the underexplored explanation of certain PCA loadings, which could be elaborated for clarity.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are relevant and include both foundational and recent studies, such as those from 2023.	

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Is the language/English quality of the article suitable for scholarly communications?	The language is generally suitable for scholarly communication, but there are occasional grammatical errors and awkward phrasing.	
Optional/General comments	<ol style="list-style-type: none">1. The manuscript would improve with a clearer presentation of tables and figures for better understanding.2. Including a comparison of the findings with similar studies from other regions or countries would increase its relevance and applicability.3. The policy recommendations in the conclusion are valuable but could be elaborated with practical actions for stakeholders. <p>The manuscript needs some minor revision</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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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