

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Education and Social Studies</b>
Manuscript Number:	<b>Ms_AJESS_111974</b>
Title of the Manuscript:	<b>ANALYSIS OF MARKET ORIENTATION AND ENTREPRENEURSHIP ON SME PERFORMANCE THROUGH PRODUCT INNOVATION</b>
Type of the Article	<b>Original Research Article</b>

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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><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li>3. <b>Is the abstract of the article comprehensive?</b></li> <li>4. <b>Are subsections and structure of the manuscript appropriate?</b></li> <li>5. <b>Do you think the manuscript is scientifically correct?</b></li> <li>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<ol style="list-style-type: none"> <li>1. This manuscript appears to be quite important for the scientific community, especially those focusing on small and medium enterprises (SMEs), entrepreneurship, and innovation. The study offers valuable insights into how market and entrepreneurial orientations impact SME performance, particularly through the lens of product innovation. This could be beneficial for both academic researchers and practitioners in understanding the dynamics of SME performance enhancement.</li> <li>2. This title accurately reflects the key elements of the study - the focus on market and entrepreneurial orientations, the context of SME performance, and the specific role of product innovation.</li> <li>3. The abstract provided is comprehensive. It outlines the study's aims, design, methodology, and key findings effectively. It gives a clear overview of the study's context, approach, and significant outcomes, which is essential for readers to understand the scope and implications of the research.</li> <li>4. The study follows a logical structure - introducing the research, describing the methodology, presenting results, and concluding with implications.</li> <li>5. The manuscript appears to be scientifically correct. The use of regression analysis and a quantitative approach indicates a methodical and empirical investigation. The use of SmartPLS 3.2.9 for data analysis further supports the scientific rigor of the study.</li> <li>6. Based on the list of references provided, it appears that the manuscript is well-supported by relevant and sufficiently recent literature. The references encompass a range of studies on market orientation, entrepreneurial orientation, SME performance, and innovation, which are directly relevant to the study's focus. The inclusion of works from various years, including some from the last decade, suggests a good mix of foundational theories and contemporary research.</li> </ol>	
<p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></li> </ol>	<p>The manuscript maintains a formal tone appropriate for an academic paper and presents its arguments in a structured manner. <b>Minor grammatical and syntactical revisions might enhance clarity and readability.</b></p>	
<p><b>Optional/General</b> comments</p>	<ul style="list-style-type: none"> <li>• The study presents a clear and relevant investigation into how market orientation and entrepreneurial orientation impact SME performance, using product innovation as an intermediary.</li> <li>• The methodology is well-defined, employing a quantitative approach with regression analysis, which is appropriate for the study's aims.</li> <li>• Results and conclusions are logically presented and aligned with the study's objectives.</li> <li>• <b>Including more recent references or studies from similar socio-economic contexts could strengthen the manuscript's depth.</b></li> <li>• The manuscript would benefit from a careful review to correct minor grammatical errors and improve sentence structure for enhanced clarity Like:</li> <li>• <b>Redundant Phrasing:</b> <ul style="list-style-type: none"> <li>○ <b>"Descriptive Statistical Test is a statistic that serves to describe or describe the</b></li> </ul> </li> </ul>	

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	<p><i>object under study...</i>" (Redundant use of "describe")</p> <ul style="list-style-type: none"> <li>• <b>Sentence Structure and Clarity:</b> <ul style="list-style-type: none"> <li>○ <i>"In terms of marketing management the majority of SMEs in the coastal areas of Maros Pangkep Bone Makassar and Takalar districts have not been able to fulfill the wants and needs of consumers..."</i> (Run-on sentence, lack of commas).</li> <li>○ <i>"So the researcher must take a sample that is truly representative (can represent)..."</i> (Unclear phrasing and redundancy in "truly representative (can represent)")</li> </ul> </li> <li>• <b>Grammatical Errors:</b> <ul style="list-style-type: none"> <li>○ <i>"It can be concluded that the third hypothesis is accepted namely that product innovation has a positive and significant effect on SME performance..."</i> (Lack of punctuation, the sentence structure could be improved for clarity).</li> </ul> </li> <li>• <b>Inconsistent Formatting:</b> <ul style="list-style-type: none"> <li>○ <i>"Evaluation of Structural Model (Inner Model) Testing the structural model (inner model) evaluates the relationship..."</i> (Inconsistent capitalization and repetition in phrasing)</li> </ul> </li> </ul>	
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**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>	

**Reviewer Details:**

Name:	Kalyan N
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