

Review Form 1.7

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_117568
Title of the Manuscript:	The Impact of Digital Technology Adoption in Food Micro, Small, and Medium Enterprises (MSME) Case Study: Borobudur Area
Type of the 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> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. Yes. The manuscript has demonstrated that embracing digital technology adoption empowers food MSMEs by enhancing market efforts, reducing costs, improving communication, enabling better decision-making, fostering adaptability, and providing access to global markets 2. Modify title to read: "The Impact of Digital Technology Adaptation in Food Micro, Small, and Medium Enterprises: A case Study of Borobudur Area in Indonesia." 3. The abstract contains all basic concepts, however, it should be in prose form without sub-headings. 4. Add a new subsection between the current Subsection 1 and 2. The new subsection should highlight what motivated the author to undertake this study. The last paragraph in Subsection 1 (Introduction) should be brought to this new subsection and spelled out as the main objective of the study. Subsection 2 should be changed to "MATERIALS AND METHODOLOGY." The last paragraph under Literature Review that reads "As for knowing whether ----- affects Food MSME's Scaling Up (Y)" does not belong to Literature Review. Take it to Methodology and Analyses part. Subsection 4 should be amended to read "CONCLUSIONS AND RECOMMENDATIONS." Recommendations are missing. The author should highlight a few key recommendations emerging from the findings of the study. 5. The manuscript seems to be well researched. 6. References are sufficient and recent 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<ol style="list-style-type: none"> 1. Language is appropriate. 	
<p>Optional/General comments</p>	<ol style="list-style-type: none"> 1. First paragraph under "Methods" should explain the independent variables and their relevance to the model and how they are expected to affect the dependent variable a priori. 2. Data analysis and hypothesis testing (Second last para under Subsection 2) – Is the reference to "Partial Least Score -----", correct? Shouldn't it be "Partial Least Squares?" 3. Last paragraph under Subsection 2: The author should clearly state that the tests mentioned were carried out and explain why they were carried out. 4. Subsection 2 part b. Acronym "UMKM" – Please write in full since this is first time it appears in the document. 5. Models used for analyses should be explained and discussed under Methodology, not under Results and Discussion. 	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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