

Review Form 1.7

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Original Manuscript_SAJSSSE_118092
Title of the Manuscript:	BUSINESS INNOVATION : ASSOCIATION MODEL OF ENVIROMENTAL, SOCIOLOGY AND PERSONALITY FACTORS
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.journalsajsse.com/index.php/SAJSSE/editorial-policy>)

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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>	<p>The manuscript is important for the scientific community, particularly in the fields of business management, entrepreneurship, and socio-economic studies.</p> <p>The current title is somewhat vague. A more descriptive title could improve clarity. Consider something like "Impact of Personality, Sociological, and Environmental Factors on Business Innovation and Growth: A Study of Female MSMEs in Mataram City".</p> <p>The abstract is fairly comprehensive, summarizing the research aim, methodology, and key findings. However, it could be improved by briefly mentioning the sample size and highlighting the practical implications of the findings for clarity and conciseness.</p> <p>The subsections and structure of the manuscript are appropriate. This structure allows for a logical flow of information and makes the study easy to follow.</p> <p>The manuscript appears to be scientifically correct. It employs a quantitative research approach and uses Partial Least Squares (PLS) analysis, which is appropriate for studying complex relationships among multiple variables. The findings are supported by empirical data and previous research, adding to the credibility of the results.</p> <p>The references are sufficient and mostly recent, covering a range of relevant studies that support the research context and findings.</p> <p>Overall, this manuscript makes a significant contribution to understanding the dynamics of business innovation among female MSMEs, and with minor revisions, it could be a valuable resource for researchers and practitioners in the field.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>The language and English quality of the article are generally suitable for scholarly communications, but there are areas that need improvement for clarity, coherence, and academic tone.</p>	
<p>Optional/General comments</p>	<p>Discuss the practical implications of the findings in more detail. How can policymakers, business owners, and other stakeholders use this information?</p> <p>The conclusion should summarize the key findings and their implications, rather than merely repeating the results. It should also suggest directions for future research.</p> <p>The abstract provides a basic overview of the study, but it could be more detailed. Specifically, it should include information about the methodology, key findings, and implications of the research.</p> <p>Literature Update: Add more recent studies to the literature review to ensure the research is up-to-date.</p> <p>some sections could be better organized. For example, the introduction could be more focused on the research questions and the significance of the study. The results and discussion sections should clearly distinguish between the presentation of data and its interpretation.</p> <p>incorporating more recent studies from the past five years could strengthen the literature review. For instance, additional references on the latest trends in MSME innovation and the impact of socio-environmental factors on business growth could be beneficial.</p>	

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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>	

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