

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Original Manuscript_AJEBA_118051
Title of the Manuscript:	The Role of Sensing Capability, Learning Capability and Coordinating Capability on Market Performance: Perspective of Small and Medium Enterprises (SMEs)
Type of the Article	Original research

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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. The manuscript addresses a relevant and significant research gap in understanding how SMEs can improve their market performance in a competitive business environment, making it a valuable contribution to the scientific community interested in SME dynamics and business performance. As it not only contributes to academic knowledge but also offers practical implications for SME stakeholders to thrive in the competitive business landscape, thereby benefiting the local economy and business ecosystem. 2. The title effectively captures the essence of the research and aligns well with the content and objectives of the study. 3. The abstract of the article provides a comprehensive overview of the research study on the impact of sensing capability, learning capability, and coordinating capability on the market performance of Small and Medium Enterprises (SMEs). It effectively summarizes the aim, study design, and key findings of the research, offering valuable insights into the importance of dynamic capabilities for SME success. However, it would better if it could be strengthened by including suggestions for future research directions or implications for practice based on the study findings. 4. The manuscript follows a logical flow from the introduction to the methodology, results, discussion, and conclusion, which is standard for research articles. However, there are some areas where improvements could be made to enhance the clarity and coherence of the manuscript: <ol style="list-style-type: none"> a. Subsection Clarity: Ensuring that each subsection is clearly defined and contributes to the overall narrative of the study is essential. Subsections should be structured in a way that guides the reader through the research process and findings seamlessly. b. Transition between Sections: Smooth transitions between sections can improve the readability of the manuscript. Clear signposting and linking statements can help readers understand how each section connects to the next and maintains the flow of the research narrative. c. Visual Aids: Incorporating visual aids such as tables, figures, or graphs to support the text can enhance the presentation of data and findings. Visual aids can help readers better understand complex information and improve the overall readability of the manuscript. d. Consistency in Formatting: Ensuring consistency in formatting, such as font styles, sizes, and spacing, throughout the manuscript can enhance the professional appearance of the document and make it easier to read. e. In-text Citations: Properly citing references within the text and ensuring that they align with the reference list at the end of the manuscript is crucial for academic integrity. Checking for accuracy and consistency in in-text citations can strengthen the credibility of the research. 5. The research design, methodology, data analysis, and findings presented in the manuscript align with established research practices in the field of business and management. However, there are always areas where improvements can be made to strengthen the scientific rigor and validity of the study: <ol style="list-style-type: none"> a. Data Collection: Ensuring that the data collection methods are robust and reliable is essential for the validity of the research findings. Providing detailed information on the data collection process, sample selection criteria, and response rates can enhance transparency and credibility. b. Statistical Analysis: Conducting appropriate statistical analyses to test the hypotheses and relationships proposed in the study is crucial. Ensuring that the statistical methods used are suitable for the research questions and data collected can strengthen the scientific validity of the findings. 	

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	<ul style="list-style-type: none"> c. Discussion of Limitations: Acknowledging and discussing the limitations of the study can provide insights into the potential constraints and implications of the research findings. Addressing limitations can help researchers and readers interpret the results more effectively. d. Generalizability: Discussing the generalizability of the findings to broader contexts or populations can enhance the relevance and impact of the research. Clearly stating the limitations of generalizability based on the study sample and context is important for interpreting the results. e. Future Research Directions: Providing suggestions for future research directions based on the study findings can contribute to the advancement of knowledge in the field. Identifying areas for further investigation or potential extensions of the research can add value to the scientific contribution of the study. <p>6. Please add more references in the last 5 years.</p> <p>7. Additional Review :</p> <p>In addition to the aspects mentioned earlier regarding the subsections, structure, scientific correctness, and references, here are some additional areas that could be considered for improvement in the manuscript:</p> <ul style="list-style-type: none"> a. Abstract too long, especially on the result, make it shorter but clear b. Ensure the hypotheses are clearly stated and aligned with the research objectives can enhance the focus and direction of the study. Clearly articulating the expected relationships between dynamic capabilities and market performance can strengthen the theoretical framework. c. Provide a detailed explanation of the data analysis techniques used in the study can help readers understand how the relationships between variables were examined. Describing the statistical methods and procedures in a clear and concise manner can improve the transparency of the research process. d. How common method bias was addressed in the study? e. Expand on the practical implications of the research findings for SME owners and managers can enhance the relevance and applicability of the study. Discussing specific strategies or recommendations based on the results can provide actionable insights for practitioners in the field. f. Ensure that the language used in the manuscript is clear, concise, and free of jargon can improve the readability and accessibility of the research. Proof reading is required. 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>It is recommended to conduct a thorough proofreading process to address any potential grammatical errors, typos, or inconsistencies in language usage</p>	
<p>Optional/General comments</p>	<p>Overall evaluation, Sound with major revisions</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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