

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_114108
Title of the Manuscript:	CHALLENGES IN DIGITAL TRANSFORMATION OF MICROENTERPRISES IN NUEVA ECIJA: A BASIS FOR RISK MANAGEMENT PLAN.
Type of the Article	Research 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> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1- Yes, the manuscript addresses a pertinent topic in the business community, making it important for scholarly discourse.</p> <p>2- The title effectively encapsulates the focus of the study and requires no revision</p> <p>3- he abstract provides a succinct overview but could benefit from additional specific details on research outcomes and recommendations</p> <p>4- The manuscript's structure is logically organized with appropriate subsections, aiding readability and comprehension.</p> <p>5- The manuscript demonstrates scientific correctness through clear research design and transparent methodology.</p> <p>6- The references are relevant but could be supplemented with more recent literature to ensure currency and comprehensiveness.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1- The article would benefit from proofreading and language refinement to enhance clarity and readability for the audience</p>	
<p>Optional/General comments</p>	<p>1- The introduction could be strengthened by providing a clearer delineation of the specific objectives and scope of the study, aligning them more closely with the identified research gaps.</p> <p>2- While the literature review provides a comprehensive overview of existing research, there is an opportunity to further engage with critical perspectives or contrasting viewpoints to enrich the discussion.</p> <p>3- The methodology section is well-structured and adequately explains the research design; however, providing more detail on the selection criteria for respondents and the rationale behind the choice of survey questions would enhance transparency and reproducibility.</p> <p>4- The conclusion effectively summarizes the key findings and offers relevant recommendations; however, expanding on the potential implications of the study's results for theory and practice could further strengthen the conclusion section.</p> <p>Title and Abstract:</p> <ul style="list-style-type: none"> • The title effectively encapsulates the focus of the study. • The abstract provides a succinct overview of the research topic, objectives, and methodology. 	

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	<ul style="list-style-type: none">• Ensure consistency in terminology between the title and abstract. For instance, "Risk Management Plan" is mentioned in the title, but not in the abstract. Consider adding a brief mention of the research's contribution or implications. <p>Introduction:</p> <ul style="list-style-type: none">• The introduction effectively sets the stage for discussing the challenges of digital transformation in microenterprises.• It provides relevant background information and highlights the significance of the topic.• Consider providing a clearer statement of the research problem and objectives to guide the reader's understanding. <p>Review of Related Literature:</p> <ul style="list-style-type: none">• The review offers a comprehensive overview of existing literature related to digital transformation in both domestic and international contexts.• It effectively contextualizes the study within the broader literature.• Ensure proper citation formatting and consistency throughout the literature review section. <p>Methodology:</p> <ul style="list-style-type: none">• The methodology section provides a clear and detailed description of the research design, instruments, sampling method, data gathering procedures, and ethical considerations.• The rationale for using a quantitative approach and online survey instrument is well-justified.• Clarify how the online survey instrument was developed, including details on question formulation and validation, to ensure the reliability and validity of data collected. <p>Results and Discussions:</p> <ul style="list-style-type: none">• The presentation of results is systematic and aligns with the research objectives.• The discussion effectively interprets the findings and relates them to the existing literature.• The inclusion of tables and figures enhances the clarity of presentation.• Provide more in-depth analysis of the results, particularly regarding the challenges encountered in digital transformation, and consider incorporating comparative analysis with previous studies for a broader perspective. <p>Conclusion and Recommendations:</p> <ul style="list-style-type: none">• The conclusion effectively summarizes the key findings and implications of the study.• The recommendations offer practical suggestions for addressing the challenges identified.• Ensure that the recommendations are clearly linked to the research findings and objectives and consider providing specific action steps for implementation. <p>Language :</p> <p>Grammar and Syntax: There are occasional instances of awkward phrasing or unclear sentences that could be refined for better clarity. However, the paper would benefit from a final proofreading pass to address any grammatical errors, improve sentence structure, and ensure consistency in language usage.</p> <p>Punctuation and Sentence Structure: Pay attention to punctuation marks such as commas, semicolons, and dashes to ensure they are used correctly. In addition, vary the sentence structure to avoid monotony and improve readability.</p> <p>Overall Assessment:</p> <p>The article provides a comprehensive exploration of the challenges of digital transformation in microenterprises, supported by a robust methodology and insightful analysis of results. While there are minor areas for improvement in terms of clarity and consistency, the overall quality of the article is strong.</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>	

Reviewer Details:

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