

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_126572
Title of the Manuscript:	The Antecedent of Gen-Z Entrepreneurial Intention with Attitudes Towards Entrepreneurship as a Mediating Factor
Type of the Article	Descriptive study

General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

<https://r1.reviewerhub.org/general-editorial-policy/>

Important Policies Regarding Peer Review

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>

Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

Review Form 3

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This manuscript provides valuable insights into the factors influencing entrepreneurial intentions within Gen-Z, a cohort that is likely to shape future business landscapes. By integrating elements such as risk-taking propensity, needs for achievement, and social media engagement, the study not only reflects the distinctive traits of Gen-Z but also highlights the relevance of technology and social media in entrepreneurial decision-making. Using TPB as a framework and employing SEM-PLS analysis adds rigor to the research, making the findings particularly useful for academics and practitioners seeking to understand or support Gen-Z entrepreneurs. The focus on attitudes as a mediating variable adds depth, but further clarification on potential limitations or areas for future research would enhance its applicability.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title is informative but could be made more concise and engaging. A refined title might better capture the key focus on Gen-Z and the role of attitudes in entrepreneurial intention. Here are a few suggestions: <ol style="list-style-type: none"> 1. "Factors Influencing Gen-Z Entrepreneurial Intentions: The Mediating Role of Attitudes Towards Entrepreneurship" 2. "Gen-Z Entrepreneurial Intentions: Exploring the Impact of Risk, Achievement Needs, and Social Media Engagement" 3. "Understanding Gen-Z Entrepreneurial Intentions: Attitudes Towards Entrepreneurship as a Key Mediator" Each of these alternatives captures the central variables and the mediating factor, emphasizing Gen-Z and entrepreneurial intention.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is well-structured and covers the primary elements of the study, including the research focus, methodology, key findings, and the role of attitudes as a mediator. However, some enhancements could make it even clearer and more compelling. Here are some suggestions: <ol style="list-style-type: none"> 1. Add Context: Briefly introduce why studying Gen-Z is important for entrepreneurial research, especially focusing on their unique characteristics and digital engagement. 2. Clarify Methodology: Specify the purpose of using SEM-PLS briefly, such as its suitability for analyzing complex models with mediating effects. 3. Summarize Practical Implications: Include a line on the practical implications of the findings for educators, policymakers, or business mentors who may work with Gen-Z. 	
Are subsections and structure of the manuscript appropriate?	The manuscript appears well-organized, with a clear structure and logically ordered subsections.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	This manuscript is scientifically robust and technically sound due to its comprehensive approach in testing the relationships between psychological traits, social engagement factors, and entrepreneurial intention. The authors used established statistical tests such as convergent and discriminant validity, as well as reliability measures, ensuring that the instruments applied were both valid and reliable. The use of bootstrapping further strengthens the study by providing more accurate confidence intervals for hypothesis testing. By grounding their analysis in established theories like the Theory of Planned Behavior and McClelland's Theory of Needs, the authors connect their findings to foundational concepts, adding rigor and depth to the interpretation of results. This well-structured and methodologically thorough approach underlines the credibility and relevance of the findings for both researchers and practitioners.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :-	Reference list covers an array of pertinent topics regarding Gen Z's entrepreneurial intentions, including factors like social media's influence, the need for achievement, risk-taking propensity, and self-efficacy, which are foundational in understanding entrepreneurial intent in this generation. The references span a reasonable time range, primarily from 2016 onward, which is adequate for capturing recent insights. However, a few suggestions could enhance the robustness of the list: <ol style="list-style-type: none"> 1. More Recent Sources: While your sources are mostly recent, incorporating studies published post-2021 may further strengthen the current perspective, especially given the evolving influence of digital marketing and social media on Gen Z. 2. Global Perspective: Adding more regionally diverse studies on entrepreneurial intention could broaden the global understanding, as different cultural factors may affect Gen Z's entrepreneurial behaviors. 3. Newer Digital Marketing and Social Media Trends: Consider including recent sources on digital marketing strategies and social media trends, particularly from 2022-2023, to reflect the rapid changes in how Gen Z interacts with these platforms. 	

Review Form 3

Minor REVISION comments	Yes	
Is the language/English quality of the article suitable for scholarly communications?		
<u>Optional/General</u> comments	No	

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:

Name:	Jignesh Vidani
Department, University & Country	L.J. Institute of Management Studies, LJ University, India