

Review of: "Examining Sustainable Survival Tactics for Small-Scale Bakeries: A Case Study in Lagos State"

A.J. Paredes-Chacín¹

¹ Universidad Autónoma de Occidente

Potential competing interests: No potential competing interests to declare.

In view of the review process carried out on the manuscript entitled, "Examining Sustainable Survival Tactics for Small-Scale Bakeries: A Case Study in Lagos State," it is suggested that a definition of an objective be achieved to support the integral development of the study. There is evidence of dispersion in its definition, which makes it difficult to understand its development. Contextualize the scope of the study, especially when referring to competitive markets. Which regions make up these markets of global order?

Likewise, it is suggested not to omit the definition of the Method and to explain the type, approach, population-sample, and research techniques used to reach the results presented; otherwise, the study would lack scientific rigor. In summary, it is suggested to refer to the main results.

Before presenting the commercial conditions of the country, it is important to present data on the behavior of the market in the context of the study and to make reference to the market being analyzed. The lack of theoretical foundations and antecedents may detract from the validity of the approaches presented, so the vigency and exhaustive review of literature is decisive for a frequently researched topic.

It is important to consider in the introduction what the objective of the study is and how the development of the manuscript is structured. In this way, a more structured content development can be achieved in each of its sections. In terms of form, it is suggested to write with greater precision and economy of language to avoid redundancies and overcome difficulties in the comprehension of the ideas to be transmitted. Also, consider the definition of an objective and, based on its variables, state the hypotheses for its testing.

The literature review is rarely presented in terms of analysis, argumentation, or contrastation of previous studies. Consequently, there are statements without foundations, which detracts from the validity of what is presented. As for the threats and opportunities presented in the literature review, it is suggested that their location be analyzed: do they correspond to results, or are they part of the problem situation? The organization of content is fundamental to achieve an assertive thread in the development of the manuscript.

It is important to consider the organization and coherence required in the previous comments to be able to arrive at the analysis of the results according to the objectives and hypotheses that have to be stated in the initial phase of the study. This approach is carried out since the Method is not determined, and in this, the units of analysis, population, or sample are the objects of study. Consequently, the context in which the results are analyzed, as well as what instruments were used for the collection of information and the presentation of the data, must be considered.

In the same order, it is necessary to relocate the stated hypotheses, either in structural aspects of the introduction, or in aspects that are theoretically argued in the literature review (validate the authors' guide, if available). It is important that coherence between the general objective of the study and the hypotheses be achieved.

Before the denomination of "Summary of Findings, Conclusions, and Recommendations," it is suggested to define the terms for each section as appropriate; it is important to highlight the term "Discussion," through which the analysis can be substantiated considering the objective of the study followed by the results on each hypothesis defined.

Validate which standards are required for the references, and among the aspects to highlight, it is necessary to validate that everything cited is in the references and vice versa. Likewise, the doi or URL (if required for publication purposes) must be registered. Given the subject of study and the relevance for the economy of the regions, the context of micro, small, and medium enterprises is highly studied. Medium-sized companies are highly studied; therefore, to deepen the research on the behavior of these companies allows to highlight the added value that is expected from the processes of scientific publications in the global order.