

Review of: "Factors Affecting the Social Outreach of Microfinance Institutions: Evidence from Ethiopian Microfinance Institutions"

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Potential competing interests: No potential competing interests to declare.

Review comments

I have just read your paper and I find that this interesting given that it addresses a topic of general business transformation. It is well written and the authors have an enough knowledge on the topic examined. However, I find some main shortcomings that make me to recommend the resubmission of the paper. The paper evaluates the the factors affecting social outreach of microfinance.

1. Abstract

The authors should include the theories used in the abstract in order to advance the theoretical viewpoint of readers.

1. Introduction

Please authors should integrate the theoretical conceptualization in the introduction and link it to the topic of interest and the objectives of the study. By doing this, authors should explain the linkage of the theories used in the introduction. Currently, there is no theoretical viewpoints in the paper which decrease the applicability of the findings. Moreover, drawing on the problem statement, authors should clearly state the research gap broadly instead of narrowing it into the context of the unit of the study. This will increase the citation of the paper. Please after thoroughly reading the paper, it is found that there is no novelty in the paper, the topic looks novel but authors should bring a paragraph in the introduction before the contribution of the study and explain the novelty and motivation of the study. This is an essential aspect of research. Moreover, authors should clearly talk about the contribution of the article in the introduction. The contribution should be theoretical contribution and practical contributions. Currently there is limited contribution in the study. Please try and make it a paragraph in the introduction.

1. Literature review

The hypothesis development: Please enhance your hypothesis by (i) drawing on the empirical literature (ii) research setting/contextual insight (iv) then setting up your hypothesis. You will do this for each hypothesis. Currently, you have not developed your hypothesis this way more work needs to be done.

1. Methods and Materials

Please I miss the way the dependent variable was measure. Please provide more clarity on how the dependent variable is measured.

1. Empirical Results

Authors need to streamline their argument for each variable in the discussion. A simple approach like 1. Stating the direction and implications of effect of the results 2. Possible reasons to explain the observed effect of the findings 3. Relating the observed effect to events happening in the companies 4. Comparing results with other studies; will help.

1. Conclusion and Recommendation

Please I think that the recommendation of the study should also considers some economic factors to enlarge the understanding of the study.