

Peer Review

Review of: "Challenges and Perspectives of Corporate Social Responsibility in Madagascar: An Overview of Research and a Strategy Model"

Emmanuel Jeffrey Dzage¹

1. University of Debrecen, Hungary

This article has the potential to make very valuable contributions to CSR research and practice, particularly in the context of Madagascar and other similar developing economies. However, it requires significant revisions to improve clarity, theoretical grounding, and practical relevance, which are highlighted in the foregoing recommendations:

- The article is quite lengthy and at some points, repetitive, especially in the literature review and discussion sections.
- The main research goals and gaps have not been forcefully communicated.
- The structure of the paper could be improved to better guide the reader through the research objectives, methodology, findings, and implications. The author can make use of subheadings to break down the write-up into smaller, more digestible sections.
- This approach of using master's theses as a source of data seems rather unusual. It will be interesting to know how those theses were selected, across how many universities, and by what special metrics the sampling was based. What were the limitations of using this approach to data collection, and how were they overcome?
- How was the 'lexicometric' analysis conducted, and how was the software used in determining the factors and classes? Further step-by-step details about this process will provide better clarity.
- A good theoretical overview of CSR was presented, tracing its origins until contemporary times. However, the study fails to clearly articulate how its findings contribute to or challenge existing CSR theories.
- It was pretty interesting to read about the stratified CSR model, although it is not sufficiently

grounded in existing theoretical frameworks. The author missed the opportunity to explain how this model builds on or departs from other established CSR models.

- The study fails to explicitly connect its findings to existing CSR theories, such as Carroll's CSR pyramid, stakeholder theory, or the triple bottom line. The revision could discuss how the stratified model complements or challenges these frameworks.
- What are the unique contributions of this study to what is already known? The findings section missed out on clearly articulating this aspect of CSR research. The author could further relate their findings to how CSR implementation works in the context of developing countries.
- The findings are presented in a somewhat fragmented manner, with a focus on descriptive statistics and lexicometric analysis. The discussion does not sufficiently interpret the findings in the context of Madagascar's socio-economic and environmental challenges.
- Carefully proofread the article to correct grammatical errors and improve sentence structure. Consider using professional editing services if necessary.

Declarations

Potential competing interests: No potential competing interests to declare.