Review of: "Enriching Competitiveness through Corporate Social Responsibility: A Study of Service-Based Enterprises in Zimbabwe"

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Potential competing interests: No potential competing interests to declare.

The paper clearly defines its research objective to investigate how CSR initiatives impact competitiveness, particularly in social business orientation, within the Zimbabwean context. It addresses a significant gap in the existing literature by focusing on the service sector in a specific geographical region, which provides a localized perspective.

While the abstract mentions the existing literature's lack of consensus on the connection between CSR and competitiveness, it could benefit from a more specific and concise statement of the research gap. What exactly is missing or unclear in the current literature that this research aims to address? Providing a clear and focused statement of the research gap can enhance the abstract's impact.

introduction is provides a comprehensive overview of CSR, including its benefits and challenges. It effectively presents a balanced perspective on the topic. However, it could be improved by providing more specific citations and maintaining consistent citation formatting throughout the text.

i thought , in corporates social responsibilities theories may be theory exposition of the study? author explain both theories but relatively not understand which theories emphasis in the study. one or both? In short what is the proposed theory of the study?

Author requires to Align literature with the study gaps.

 when author claim "The existing literature and research indicate a lack of agreement on the relationship between corporate social responsibility (CSR) and business performance" here is the need of source.

How author claim that "opposing perspectives argue that the connection between CSR and business performance remains uncertain".?

required update citation/referencing.

if Author centric the study in Zimbabwe, suggest to author use some literature about respective country's.

 synthesis your literature by given literature summery of related methodology and dimensions.

why author use purposive sampling? how cross sectional limitation can be overcome by the purposive sampling? as

author used, purposive sampling and very next line then used stratified for mangers. how could they do? if it is stratified then mentioned the accurate population. what is the research time line.

 why author not use item wise reliability?

discussion may be impressive and more logical if it is in the light of hypothesis development. it is only a suggestion. discussion needs to more clarity.

If study use two theories simultaneously i.e., stakeholder and TBL, but in theoretical implication only present stakeholder insight. why author did not use TBL?