

Review of: "Determinants of Corporate Financial Performance in African Insurance Market"

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Potential competing interests: No potential competing interests to declare.

Sincerely, much effort were put together to achieve this great study. The following are mine observations

1. There is need for thorough editing of the whole study for synchronization of the study. For example "Understanding the determinants of corporate financial performance in the African insurance market is crucial for sustainable growth and profitability. By analyzing economic factors, the regulatory environment, market competition, risk management practices, and corporate governance, this study aims to provide valuable insights into enhancing financial performance within the African insurance market. The findings of this research will contribute to the existing literature and provide practical implications for policymakers, industry practitioners, and researchers seeking to strengthen the financial performance of insurance companies in Africa. The subject of determinants of corporate financial performance in the insurance industry has become a burning issue in the African insurance market due to the fact that the sustainability of insurance firms is the most important sector in any economy in the world. The financial performance of insurance companies is also relevant within the macroeconomic context, as the insurance industry is one of the financial system's components, fostering economic growth and stability (Burca & Batrinca, 2014)". this do not fit to be in the next paragraph. pls read through and re-arrange the study properly.
2. There was no theory used in the study but in the analysis, those theories were mention. i think the Author needs to pick one of the theory to premise or engineer the study. Also In the manuscript, chapter three was mentioned which also further depict the need for editing of the manuscript "When it comes to maximizing profitability, there are several theories to consider. Marginal Analysis Theory focuses on incremental costs and revenues associated with a decision. Agency Theory looks at aligning the interests of business owners and managers. Market Power Theory suggests exercising market power to increase profitability. Transaction Cost Theory aims to minimize costs associated with contracting, negotiation, and monitoring. Resource-Based Theory emphasizes leveraging unique resources and capabilities. Stakeholder Theory considers the interests of all parties involved in achieving long-term profitability. Game Theory examines strategic interactions between competitors. Capital Asset Pricing Model focuses on the relationship between risk and return. Cost-Benefit Analysis Theory involves weighing the costs and benefits of a decision. Finally, Behavioral Finance Theory looks at mitigating psychological biases and irrational behavior in decision-making. To test these hypotheses, the study employed random-effect generalized least squares (GLS). Considering the research hypotheses in Chapter Three, the researcher discussed the findings of this study as follows".
3. The analysis were thoroughly done but pool regression was used in the study but the authors also mentioned generalized least squares

4. GDP and Inflation should be a control variable. there is need for the author to re-represent the results indicating them as control variables .
5. From discussion of results, The main objective of this study was Africa as a whole while in discussion of results you said Ethiopia. please look into it.
6. The study can be published once all the listed corrections are made. Thanks