

Review of: "The Role of Women's Business Performance in Promoting Sustainable Development"

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Potential competing interests: No potential competing interests to declare.

Dear Editor,

Thank you for the opportunity to revise your contribution.

The addressed topic is ambitious 'The Role of Women's Business Performance in Promoting Sustainable Development', but the supported content and factors selected in the manuscript are very generic, which can't link with women as a business promoter in achieving sustainable development. The selected dependent factors like customer satisfaction, access to finance, marketing skills, information technologies, and entrepreneurship training can also be used in general gauging of business performance, but as a reader, I am not convinced that how they directly impact the 'women business performance' in promoting sustainable development.

Please find in the following's main concerns/suggestions: -

1. In section 1, the novelty and significance of the research needs to be included.
2. Consider citing some more recent works from 2023 throughout the manuscript.
3. It is highly recommended to proofread the manuscript meticulously for grammatical accuracy and formatting consistency.
4. Lack of in-depth literature review, which helps in depicting research gaps and in formulating research objectives.
5. The study uses data from Micro and Small-Scale Enterprises in Karat Town of Konso Zone in Southern Ethiopia, which may limit its applicability.
6. In Section 2.2, Hypotheses formulation, authors have used only 1 reference support in every sub-section for developing hypotheses. The reference support is of year 2022, 2018, 2019, and 2021. Few latest and more references should be added for better justification.
7. In section 4.1, it is mentioned data were collected from 170 respondents out of 178 sample respondents...? Please check, there must be similarity between the number you have mentioned in the table and text.
8. In Table 2, it is mentioned Cornbrash's Alpha, it is Cronbach's alpha, please be specific on technical words. In text it is mentioned Table 1, but above it is Table-2. Few more things are observed, firstly, reliability value for all the constructs should be shown, rather than complete, secondly, there must be a table showing number of items of the constructs, their origin, explanation, and lastly, I think it is fundamental to insert the questionnaire of the survey, as one cannot really understand how you have asked the questions.

9. In Table 3, It is observed that the mean value of rating of all the variables are less than three, how...? The values less than 3 implies that maximum respondents have answered in the range of 1 to 3 only (Likert Scale), please check.
10. The numbering of tables and in the text are different, please check thoroughly.
11. The hypotheses testing results should be shown in figure with Beta values (estimate), t values, and p values.
12. In section 4.7 (Discussion of regression analysis), it is mention that 'hypothesis HA4 stated as is accepted', what does this means. The support for the justification is given through very old paper (Banja & Mukhopadhyay (2000)), now 2023 is on the verge of completion. Thus, the manuscript should have the support of latest research findings.
13. Please add theoretical and practical implications of the study.

Best of Luck.

Thanks