

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.

Comments on the QEIOS

"The Role of Women's Business Performance in Promoting Sustainable Development" by Edward Lambert and Kanbiro Orkaido

Overall, the manuscript is interesting and provides good empirical evidence on the economic role of women entrepreneurs. However, there are some areas for further specific improvement as follows.

1. A lot has been described business activities. What could they be? Street food? Restaurants, accommodation and discussed about women MSE business. However, there is no example of real MSE? Handicrafts? What services or manufacturing activities? Thus, it would be good for the authors to give some examples of their business activities in the description of the research methodology section.
2. There seem to be very few empirical studies cited in support of the formulated hypotheses. Also, it would be better if the authors could find more empirical studies done on the concerned issues which do not have to be only those that were conducted in Africa. This will enable a comparison and or generalization of the research findings.
3. There are some typographical errors in the figure showing the research's conceptual framework, i.e., information technologue, Entrepreneurs-hip (should adjust the break of the term).
4. For the research methodology part, the authors should have described, discussed, and provided some examples of questionnaire items used to measure each concerned variable. In fact, when we talk about customer satisfaction, usually we survey the customers about certain products. Thus, in this case, it is not clear if the researchers have surveyed the customers of these MSEs as well. If it is the perception of the business owners themselves, this will likely be biased unless the measurement is about repeat purchases observed by the business owners.
5. Furthermore, it is not clear whether the researchers have selected perceptual scale measurement items from other researchers' studies. If that is the case, the researchers should clearly spell out such items and the sources. In any case, the researchers need to conduct the pre-test of the questionnaire before actually implementing the survey.
6. In the data analysis section, it is not clear to this reader if the city mentioned (Hawassa city) and the Karat Town of Konzo are the same area/district. Is Konzo Town an area in the Hawassa city? The reader is not familiar with the country and cities in it.
7. "... Data were collected from one hundred (170) respondents out of one hundred seventy-eight (251) sample respondents from Hawassa city revenue authority. The response rate was 68 % which implies more than 50% of

respondents have participated in the process of data collection. ----Why the number of the sample respondents became different? 170 out of 178 and what about 251 sample respondents? Is it not 251 that is the total sample size?

8. There should be a label for each figure or table so that it is easy to follow the discussion— Why the number of the sample respondents became different? 170 out of 178 and what about 251 sample respondents? Is it not 251 that is the total sample size?
9. Under the table describing the descriptive statistics of concerned variables, why all in a sudden, the researchers talk about 'the Salary (S)' variable which does not exist in the table showing descriptive statistics?
10. In Table 4, there seems to be some confusion. What do you mean about the following statement?

"... The result shows that variables such as customer satisfaction, access to finance, marketing skills, information technology and **entrepreneurship** training have a positive and significant relationship with employees' motivation and are statistically significant at 1% as the p-value was less than 5%. The correlation coefficient of salary with employees' motivation was (0.629 =Strong), promotion and employees' motivation (0.522= Moderate), marketing skill and business performance (0.626 = Strong), information technology and entrepreneurship training (0.496= moderate), and entrepreneurship training and performance (0.306=weak) respectively. ..."

Why do you say, the independent variables such as customer satisfaction, access to finance, marketing skills, information technology and entrepreneurship training have a positive and significant relationship with employees' motivation....?

WHY all in a sudden, you are talking about 'employees motivation'? And then, "Salary"? This is confusing.

11. Under the 4.7. Discussion of the Regression Analysis Section, What is HA4? "...Hence, hypothesis HA4 stated as is..."

12. The table describing the regression results are not presented correctly. This creates confusion. This reader cannot assume that the statistics or figures presented in the Table are correct. The labels of 'unstandardized coefficient' values and 'standardized coefficient' values seem to be misplaced. Hence, it is difficult to know if the discussion about the regression results is correct.

13. The format of the regression results in the Table seems strange. What are the lower bound and upper bound for?

14. In the recommendation section, the policy recommendations are not for the Konzo City authorities to improve their access to finance, their marketing skills, etc. Rather, the research results suggest that the Konzo City authorities should try to find ways: to improve access to finance for women business entrepreneurs, to help the women business entrepreneurs improve their marketing skills, to support in term of improving the information technology availability and utilization for women business entrepreneurs, to support by providing entrepreneurship training for women MSE entrepreneurs, etc.

15. It is better that the authors change or modify the title of the manuscript to reflect more specifically the content of the empirical research and its findings.

16. In the Bibliography Section, the reference information is still incomplete for many items. Some references cited in the manuscript are missing in the Bibliography section. In fact, it is a common practice to provide full references of the items actually cited in the manuscript and label the references section as “REFERENCES”.

17. I hope these comments and suggestions are helpful for the further improvement of your research-based manuscript.'
