

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.

Review Qeios

Summary

I am afraid that the article, although making an interesting proposition, contains a range of (fatal) flaws (too many to discuss them all), which together make it unsuitable for publication in its current form. I will mention a few of them, and some potential remedies.

Contribution:

Whereas the authors make the interesting promise of investigating the role of female entrepreneurs' business performance in economic development in the title and in the abstract, the reality of the article is that it does not investigate this relationship. Instead, the article investigates drivers of business success in a sample of female MSEs. Although this is also an interesting objective, there appears to be a major positioning flaw. Therefore, the article needs to be either rewritten, i.e., repositioned, and be honest about what its current data analysis achieves, or the research needs to be redesigned, to achieve the promised objectives. In its current state it is, alas, not acceptable for publication.

Literature review

The literature review should develop arguments that convince the reader of the logical consistency and 'theoretical' coherence of the hypotheses. The hypotheses together represent a theory, in this case an explanation of business performance (however in its current state, it does not say much about *female* businesses (this element appears only in the sample used to test the theory): what does the literature say about this? How do the authors add to this literature? It currently does not do that, although it nicely 'sets the scene' for the research. It is important that the literature review presents a 'state of the art' of what we know (for example, about drivers of female entrepreneurship success), and then build on this knowledge to further our understanding.

Sample choice

There are several further issues with the study, for example the choice of the sample: although the currently used sample tells us something (remarkably interesting) about the drivers of business success in Karat Town in Ethiopia, we have no means to check if these findings can be generalized beyond Karat Town. The authors need to either argue why Karat

Town is unique (and therefore not representative for other regions), or why and to which extent it is representative for other areas in the world and studying Karat Town leads to generalizable (i.e., generalizable to similar contexts) insights.

The same holds for the question whether the findings are specific to female businesses or whether they can be generalized to male entrepreneurs. We are missing a comparison.

Methods

The methods section is in places written as a textbook on methodology: in an article, this kind of detailed explanation is not necessary, even unwanted: here the authors should detail and justify the methodological choices they have made and explain how they achieved the research objectives of the article in a valid and reproducible manner. My suggestion would therefore be to fully rewrite the methodology section with this idea in mind.

The use of Cronbach's alpha on the full scale is mistaken. Cronbach's alpha is an indicator of reliability of a factor (it indicates coherence between a number of items that together measure a (single) construct), not of a full questionnaire.

The methodology section is not transparent about how the different constructs were measured, and whether they were measured in a valid and reliable way. Please provide the sources of the various measurements, the tests of the assumptions for regression (and other methods used), and ultimately provide the questionnaire (in an appendix).

References

References in-text are not in APA 7th format.

Not all references are complete (e.g., Juliana & A) or in alphabetical order (e.g., Teka). Please complete and check.

I wish the authors much luck in their efforts to improve the study. I hope my critical remarks will help them in developing a new and hopefully publishable version of the article.