

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

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Firstly, the title of the article is potentially perplexing due to its utilization of the term "sustainable development." However, the research purpose ultimately focused on identifying the factors that have an impact on the women's business performance. The term "sustainable development" should be eliminated.

I am an Asian scholar. Additionally, female entrepreneurs in Ethiopia pique my interest. Should the author provide some context regarding the significance of female entrepreneurs to this nation. And providing an explanation of why Karat Town is an ideal location for research will enhance the reader's understanding.

The theory section delineates broad variables that are not particular to the context of female entrepreneurs. The author ought to elucidate the particular factors that pertain to female entrepreneurs in order to enhance the readability and appeal of the material. For instance, cosmetics, apparel, and women's fashion, as well as domestic goods including kitchenware, cleaning equipment, and items required for the care of children and the elderly, which constitute the majority of women's responsibilities globally, are sold by women. All of these products contribute to the comprehension of female customers' requirements by female entrepreneurs.

The ripple effect or multiplier effect of future generation concept is quite interesting. It is recommended that the author provide an illustrative example in Ethiopia to elucidate the point. This will enhance the readability and comprehensibility of the text.

The author provides insufficient examples and an overly general method of explanation. Female entrepreneurs are a subject that you may be reading without realizing it. In entrepreneurial endeavors, neither identity nor the application of feminine attributes are emphasized.

Every variable utilized was consistent with male entrepreneurs. The author may wish to elaborate on the reasons why women have inferior information technology skills compared to males. In order to enhance sales, which digital technologies, including but not limited to YouTube, TikTok, and Facebook, should female entrepreneurs attain proficiency in?

Furthermore, it would be extremely helpful if the author provided examples of training programs that relate to entrepreneurial training. For instance, training programs that cover accounting, finance, people management, contacting shipping companies, and online sales, or those that establish a connection between sustainable development and

business performance, could be particularly beneficial. These are all left unexplained.

The authors gathered information from over 251 samples. However, no stories have been written about them. It would be more enjoyable and dynamic if the author quoted some phrases from her conversations with those female entrepreneurs. It's disappointing that this area has no material.

More importantly, the results align with prior investigations, suggesting an absence of novel insights. When considering what to say, the researcher ought to generate a fresh narrative. To what extent does Karat Town of Kenso Zone in Ethiopia hold significance? What is truly beneficial for female entrepreneurs globally? Incorporating novel insights would enhance the article's overall value.