

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

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The research article explores the factors influencing the financial performance of insurance companies in Africa. This is not a new topic; therefore, the author needs to clarify the novelty of their research. To improve the quality of the paper, I have some recommendations for the author as follows:

1. Clarify the research gap in the introduction, especially in studies that investigate the factors affecting the financial performance of insurance companies.
2. Introduce the structure of the article at the end of the introduction Section.
3. Corporate Financial Performance encompasses many indicators; the author needs to explain why they chose to use ROA.
4. The author appears to confuse between the terms "sample" and "population". In section 3.3, the authors wrote "Therefore, the target population for this particular study will be the 17 insurance institutions currently operating in Africa." I believe this refers to the sample, not the overall population. The author should also explain the rationale behind choosing this specific sample.
5. I recommend the authors not to list suggestions in the conclusion. This is not an academic writing style. Instead, please write a rational story.