

# 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.

## The Role of Women's Business Performance in Promoting Sustainable Development

### **Abstract:**

The article's primary subject and methodology are briefly introduced in the abstract. It highlights the importance of the connection between women's business success and sustainable development, stressing the good effects that empowering women in the workplace can have on people individually as well as on society at large. The main conclusions and the application of quantitative research, including regression analysis, are emphasised. The scope and goal of the article are succinctly summarised in the abstract.

### **Introduction:**

The introduction is thorough and organised effectively. By talking about the significance of women's business performance for sustainable development, it successfully sets the setting for the research. It draws attention to a number of issues, including sustainability, gender equality, and economic empowerment. It is evident why women's MSEs in Karat Town are important to research, given their contribution to gender parity and economic growth. The reader may easily comprehend the context and significance of the study because to the section's clarity and logical flow.

### **Literature Review:**

Good.

### **Research Gap and Methodology:**

Good.

### **Significance of the Study:**

The section clearly defines the beneficiaries of the study, including women entrepreneurs, researchers, policymakers, and the academic community. It underlines the potential practical applications of the research findings.

### **Methodological Improvements:**

This section effectively critiques the methodologies used in previous studies and highlights the authors' own methodological improvements. It rightly questions the use of binary logistic regression models in prior research and

explains why the multiple linear regression model is a better fit. The inclusion of communication skills as determinants of women's business performance is a strong addition, and the rationale for this is well presented.

**Overall Review :**

The article is well-organized and clearly written, with each section logically building on the previous one. It provides a strong foundation for research in the field of women's entrepreneurship and sustainable development. While the introduction could be more concise, focusing on key points, and providing more detailed findings and recommendations would enhance the article's practical relevance, the overall structure and content of the article are strong and make a valuable contribution to the field.