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

Rizka Zulfikar

Potential competing interests: No potential competing interests to declare.

Introduction Section :

- The introduction of the article is well-structured and comprehensive, providing a clear overview of the importance of studying women's micro and small-scale enterprises (MSEs) business performance in Karat Town, Ethiopia

Method Section :

The provided text describes the research methods and design used in a study. While the methods seem well-structured, there are certain weaknesses :

- The choice of independent variables in the regression model should be theoretically driven and well-justified. Including variables without a strong rationale can lead to spurious relationships and overfitting. Additionally, omitted variables not included in the model could introduce bias.
- While regression analysis can show associations between variables, it doesn't prove causation. The language used in the text ("effect caused by the independent variables") should be cautiously interpreted as implying causation.
- The text doesn't mention how potential publication bias (the tendency to publish positive or significant results) was addressed. This can influence the perception of the findings' significance.

Discussion Section :

- The discussion could benefit from improved organization and clarity. Presenting each finding in a separate paragraph or section, along with a clear heading, can make it easier for readers to follow and understand your results.
- Some sentences are quite long and contain multiple ideas. Break down complex sentences into smaller, more concise statements to enhance readability and ensure each point is clear.
- Author provided the regression coefficients (β values) for each predictor variable, but you should also explain the practical implications of these coefficients. What do these values mean in the context of your study? How much influence does each predictor have on the outcome variable?
- While author have mentioned that certain coefficients are statistically significant, it would be helpful to explain what this means in practical terms. For instance, for the customer satisfaction coefficient, you can elaborate on how a unit increase in customer satisfaction impacts business performance.
- In the case of inconsistent findings (e.g., marketing skills), it's essential to provide more context. Why does your study differ from the findings of Orkaido & Youna (2020)? Are there specific reasons for this discrepancy? This can add depth

to your discussion and highlight potential areas for future research.

- Instead of just mentioning that findings are consistent or inconsistent with previous studies, consider discussing the reasons behind these differences. Are there differences in methodology, context, or sample size that could contribute to varying results?

- While the weaknesses of the current study may be discussed in the limitations section, it's also good practice to briefly acknowledge any limitations or potential sources of bias in the discussion itself. Additionally, discuss the practical implications of your findings for the field, businesses, and policy makers.