

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

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The title is complete for a comprehensive study on determinants of the corporate financial performance. Based on the content of the article, I suggest to adjust to the context of the variables chosen for the study. Not all possible variables were examined. In figure 1 you celcare ROA as the dependent variable, but also you reate ROA to corporate performance as a main impact factor. It is not clear hy you chose only ROA and not other financial indicators. You need to justify that in the begining of your study.

Your sample of 17 african insurance institutions seems to be small comparing to already existing up to 107,571 instituions in Afirca. You need to mention that as a limitation of your study.

I recommend to standardize the terminology. The order of variables and the name of variables. Sometimes the order is different and the names change. That can lead to confusion. And also classifiy them in internal and external always. Ex. Internal: ROA, underwriting risk, reinsurance, premium groth, firm size, capital adequacy, leverage, firm age and liquidity. External: GDP & Inflation. Chek all document to have teh same names and order in all pages. In page 4/26 it mentions Liquidity management as a variable, but it is called liquidity only in other pages.

In page 4/26 Part of the second parragraph is repeated in the third parragraph. You need to eliminate repeated content.

In page 10/26 you mention commercial banks as a sample. But your study is about insurance firms. Need to clarify thta.

In table 3 the order of variables changes again but, also, there re several mistakes in the description of teh table. Some CA, FS, and LM are wrong. You need to make sure that your analysis describes correctly the numbers in the table.

In tale 4 you are analysing the correlation between the dependent and independent variables. Individially it makes sense. But it does not make sense of foing correlation between independent variables. You need to explaincarefully why you do that, Again, several mistakes in relating table with numbers in description and analysis.

In page 15/26 you refer the first parragraph to table 7 but tehre is not such a table. It is about table 5.

In table , at bottom you describe a variable "C". It is new? It was not mentioned before in your document.

The regression analysis in page 17/26 is not clear and you need to analyze findings rather that statistiacl methods.

In page 18/26 in Discussion you mention new methods of analysis such as Marginal Analysis Theory and others. You did



not applied those methods in your study. What is the purpose of mentioning those new methods in discussion?