

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.

Decision: the manuscript requires major revision.

First of all, I thank you for giving me the opportunity to review this manuscript.

Topic

The topic is timely, relevant, and interesting, though it does not match with the content of the manuscript. The main objective of the paper (to identify the factors affecting women's micro- and small-scale enterprise business performance) is not consistent with the title (the Role of Women's Business Performance in Promoting Sustainable Development).

Abstract

It looks good in terms of size and content. However, the major recommendation needs to be clearly stated at the end.

Introduction

In the introduction section, some sentences and paragraphs lack proper citation (see, for example, paragraph #1).

In paragraph eight, the authors state, "Many researchers studied the issue in countries outside Ethiopia. For instance, empirical studies conducted by..." and mentioned Getamesay (2017). However, Getamesay's study is not outside Ethiopia. He studied the challenges of women entrepreneurs' business performance in Debre Markos town, Ethiopia.

The authors claimed that in Ethiopia, researchers like Mulugeta (2010), Zinash (2014), Jemal (2013), Fesseha (2017), Getamesay (2017), Getu (2015), and Zinashbizu (2017) used descriptive statistics. However, the present research is different from that of Mulugeta (2010); Zinash (2014); Jemal (2013); Getu (2015); Zinashbizu (2017) and Fesseha (2017) by employing empirical model study factors affecting women's business performance in Karat town more scientifically than a mere description of the existing scenario.

The issue here is that such a bold conclusion is not based on a thorough review of the existing empirical literature. There are several studies that employed different regression models to identify factors affecting women's business performance

in Ethiopia.

Why did the authors select Karat town for their study? The justification needs to be briefly explained.

Objectives

Why only five factors? There are several factors (both internal and external) that significantly affect the performance of MSEs. I think the authors missed very important internal factors (e.g., marital status, age of the entrepreneur and of the enterprise, level of education, motivation, experience, etc.) that could significantly affect the performance of MSEs.

Literature review

The theoretical framework that guided the study is missing. Concepts such as business performance are not well conceptualised and operationalized.

Conceptual framework

These are not the only variables (factors) affecting MSE performance. Think about omitted variables and their overall effect on results.

This section needs explanations on how the independent variables affect the dependent one based on theory and empirics. Don't you think that women's business performance affects customers' satisfaction? two-way relationships, not one-way?

Methods

The key issue here is: how did you measure your dependent variable (performance)? You can find a number of indicators often used to capture performance (capital, profit, employment size, total assets, sales turnover, etc.). I think asking the opinion of the respondents about their enterprise performance could be misleading!

Results

A reliability coefficient (Cronbach alpha) needs to be run for each component of the questionnaire (six components).

How can you interpret the mean? The mean of respondents' is just an opinion. What is the cut-off point?

In the paragraph above, section 4.5, you said, "With regard to other variables, the salary (S) is 2.7647 (neutral) with (SD) 1.16301... Do you have a variable called "salary"?

Model assumption test results are not presented. The authors need to present their results. Autocorrelation tests are often carried out for time-series data, not cross-sectional data. Check it. You have to check the problem of the omitted variable (you may use Ramsey RESET and link tests to check).

In general, the results are not well discussed and linked to the existing body of knowledge. Citation issues also need to be addressed (see, for example, the last three lines of the discussion section).

Conclusion

This section is a repetition of the discussion section. Please conclude based on your key findings.