

Review of: "The Nexus between corporate social responsibility and corporate social performance in the Service-Based Enterprises Sector: Insights from Zimbabwe"

Liana Stanca¹

¹ Babes-Bolyai University of Cluj-Napoca

Potential competing interests: No potential competing interests to declare.

While the research paper demonstrates several strengths, there are areas that could be enhanced to further improve the overall quality and impact:

1. Clarity in Abstract:

- The abstract is comprehensive but could benefit from a clearer and more concise summary of the key findings. A brief mention of the practical implications and recommendations derived from the study would add value.

2. Consistent Terminology:

- Ensure consistency in the use of terminology across the paper. Some terms, such as "corporate social responsibility" and "sustainable competitiveness," are used interchangeably. Clarifying and maintaining a consistent terminology throughout the paper will enhance readability.

3. Methodology Explanation:

- The methodology section could be expanded to provide more details on the rationale behind choosing a cross-sectional research design and why 650 participants were deemed an appropriate sample size. Providing insights into potential biases or limitations in the sampling process would strengthen the methodological rigor.

4. Discussion of Limitations:

- A discussion of potential limitations is notably absent. Acknowledging and addressing potential limitations would strengthen the credibility of the study. Consider discussing any constraints related to the research design, data collection, or sample characteristics.

5. Visual Aids:

- Incorporating visual aids such as charts, graphs, or tables could enhance the presentation of empirical results. This would make it easier for readers to grasp complex relationships and contribute to a more engaging reading experience.

6. Inclusion of Comparative Analysis:

- The paper could benefit from a comparative analysis of the findings with existing literature. Discussing how the study aligns or contrasts with prior research on CSR and CSP in other contexts would provide a broader perspective.

7. Synthesis of CSR Dimensions:

- While the paper discusses individual CSR dimensions (economic, ethical, environmental, and philanthropic), a synthesis that explores the interplay and interconnectedness of these dimensions would provide a more holistic understanding of CSR's impact on corporate social performance.

8. Future Research Recommendations:

- Conclude the paper by suggesting avenues for future research in the field. Identifying areas that need further exploration can stimulate ongoing scholarly discussions and contribute to the academic community.

9. Reader-Friendly Formatting:

- Consider breaking down longer paragraphs into more digestible sections for ease of reading. This can enhance the paper's accessibility and appeal to a wider audience.

By addressing these points, the paper can achieve an even higher level of clarity, rigor, and impact, making a more significant contribution to the field of CSR and CSP in service-based enterprises in Zimbabwe. The research materials and methods section provides a comprehensive overview of the study's design, data collection, and analysis processes. However, there are a few areas that could be enhanced for clarity and methodological rigor:

1. Clarification of Sampling Technique:

- While the paper mentions probability-based stratified sampling, providing a brief explanation of why this technique was chosen and how it contributes to the study's validity would be beneficial. Additionally, consider discussing any potential biases associated with this sampling approach.

2. Explanation of Online Survey Method:

- The choice of an online survey is justified, but it would be helpful to elaborate on why this method was preferred over others and how it aligns with the research objectives. Acknowledge any limitations associated with online surveys, such as potential respondent bias or exclusion of individuals without internet access.

3. Incomplete Cases Handling:

- The paper briefly mentions that 33 cases were incomplete for various reasons. Offering more details on the reasons for incomplete cases and how these cases were handled (e.g., imputation methods or exclusion criteria) would strengthen the transparency of the study.

4. **Non-Response Bias Mitigation:**

- The paper mentions that reminder emails and phone calls were used to ensure a satisfactory response rate. However, it would be beneficial to elaborate on the steps taken to mitigate non-response bias and ensure the sample's representativeness. Discuss any differences between early and late respondents and how these were addressed.

5. **Validation of Survey Instrument:**

- While the paper mentions the involvement of academic faculty members and business managers in reviewing the questionnaire for face and content validity, providing a brief summary of their feedback and how it influenced questionnaire refinement would add transparency to the research process.

6. **Construct Validity Assessment:**

- The paper mentions modifying and testing successful surveys from previous studies to establish construct validity. Provide more details on the modifications made and how the researchers ensured that the survey instrument effectively measured the intended constructs.

7. **Reliability Assessment:**

- The paper mentions using Cronbach's alpha values to assess reliability, but it would be beneficial to report the specific alpha values for each construct. This information adds transparency and allows readers to evaluate the internal consistency of the measurement items.

8. **Data Analysis Rationale:**

- The rationale for choosing Smart-Partial Least Squares (PLS) and structural equation modelling (SEM) as the statistical analysis methods is briefly mentioned. Providing a concise justification for choosing these methods over alternatives would strengthen the methodological rigor.

By addressing these points, the research materials and methods section can be further refined, providing a more transparent and comprehensive understanding of the study's design and execution. In conclusion, the research materials and methods section lays a solid foundation for the study, but a few enhancements can further elevate its clarity and methodological robustness. To improve transparency, consider providing more details on the rationale behind certain methodological choices, addressing potential biases, and elaborating on steps taken to handle incomplete cases. Additionally, offering a more in-depth discussion on the validation of the survey instrument, including modifications made for construct validity, and reporting specific reliability values, would contribute to a more comprehensive understanding of the research process. Strengthening these aspects will undoubtedly enhance the overall rigor and transparency of your study.

