

# 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:** major revisions

Firstly, thank you for the chance to review this paper such interesting due the topic and the focus. It is not often analysis female business performance linking with sustainability and there is scarce literature in so specific context as Ethiopia. However, this research work should be overcome certain weakness. As follow I provide the authors a constructive discussion about their paper. I hope it was useful and the paper could be published in the future.

**Abstract.** The abstract is a key element in a paper. It should be attractive and it should reinforce the contributions. From my point of view is enough descriptive and has so much details about the methods not about results and main insights. I suggest to rewrite it thinking in these points.

**Introduction.** - I think more references should be included to substantiate the ideas introduced. Moreover, the information about methods used in other research works should be better in methods section.

I propose this structure to ensure parsimony and a certain logic in the presentation of ideas.

**Delimiting the "territory"**

This first part of the introduction will have to consider:

- Defending the relevance of the topic.
- Mentioning basic ideas and references using the state of the art (most relevant references on the subject).
- Citing precedents. Attempt to locate some previous similar work.

**Establish the "niche".**

Now it will be time to point out a gap with respect to previous articles, research. It is precisely here that I find shortcomings in the conceptualisation of BUSINESS PERFORMANCE and particularly in the case of female entrepreneurship. At this point, I believe it is important to present the lack of consensus on whether business performance is superior in the case of men or women and to introduce the hypothesis of women underperformance (Robb y Watson 2012; Zolín et al. 2013; Justo et al. 2015; Aidis y Weeks 2016). In literature there are controversy in this regard.

Finally, Occupying the "position".

At this point in the Introduction we will have been able to convince the reader that our dissertation has something to contribute, so we will make a brief summary of how the work will be developed, which implies:

- State the objectives
- Present a summary of the main results. This paragraph should be left open but cannot be completed until the end of the dissertation.
- Indicate the structure of the work

## Literature review

I would prefer to find the hypothesis connected with literature review and not before, as authors did.

From my point of view, this is the section where most work should be done. A paper without a well-structured, clear review that connects the ideas with sufficient rigour is detrimental to the work and makes me decline to reject the paper. Maybe, starting with business performance in general and in female ventures in particular and, after relating business performance with sustainability... could clarify the interest of this research work.

The point 2.2. Determinants of business performance... I can not see clearly business performance as sustainability as a single thing. I am not sure about the understanding of business performance could be connected with sustainability apart from economic performance... Even in the representation of the model, business performance as dependent variable is not clear how it is composed and, consequently, measured.

## Methods

In the same line I don't understand the business performance variable and how is composed and measured. Moreover, I think authors have a sample with enough companies but I would know more as the sample, how they have got the census and how they have administrated the questionnaire, the guide of the questionnaire, non-response, pre-test and so on... details about the design and the process.

## Results

I think is clearly exposed about test, values of the different key issues of regression

## Discussion

In the same line of the section of literature review, here I miss more connections with main literature in this topic. The new insights, differences and coincidences with literature. From my point of view, here it is not necessary information of ratios and values of regression. It should be explained only in results. Additionally, the hypothesis should be explained here. How many hypothesis are confirmed...The authors introduce hypothesis in conclusion and this section should be deserved only for main ideas and well highlight the contributions.

On the other hand, limitations and future research lines should be provided in discussion section. The authors have introduced only limitations in a different last point.

#### Conclusion

I have suggested in the previous comments. I insist on the idea of focusing on main findings and contributions

#### Recommendations

I should be advisable to change the name of recommendations for practical implications and, even, the study is focused on Ethiopia, I would like to find practical implications for countries with similar circumstances. Research should have generalised results, so... it should be rewritten .