

[Review Form 2](#)

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| Book Name: | Business, Management and Economics: Research Progress |
| Manuscript Number: | Ms_BPR_3741 |
| Title of the Manuscript: | Are Minority Firms Guilty Until Proven Innocent? An Empirical Study on Market Behavior of Minority-Owned Business Enterprises |
| Type of the Article | Book chapter |

PART 1: Review Comments

| <u>Compulsory</u> REVISION comments | Reviewer's comment | Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
|--|---|---|
| Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part. | This manuscript contributes significantly to the scientific community by addressing the understudied area of market behavior and risk patterns in minority-owned businesses. Its empirical approach and identification of seven key factors offer valuable insights for researchers and practitioners. While some limitations and gaps in interpretation exist, the study provides a strong foundation for future research on minority entrepreneurship. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | "Exploring Market Behavior and Risk Factors in Minority-Owned Business Enterprises: An Empirical Study" | |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | Include a short mention of the identified factors and their implications for added context. | |
| Are subsections and structure of the manuscript appropriate? | Yes | |
| Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part. | This manuscript is scientifically robust and technically sound due to its rigorous empirical approach and comprehensive application of statistical methodologies, including Principal Component Analysis (PCA) and Factorial MANOVA. The development and validation of the Entrepreneurial Risk Assessment Scale (ERAS) demonstrate a thoughtful integration of theory and practice, ensuring the reliability and validity of the instrument used. Furthermore, the use of well-documented software tools like SPSS and SAS for data analysis enhances the credibility and reproducibility of the findings. | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. = | The manuscript includes extensive references covering foundational studies on minority entrepreneurship, market behavior, and risk patterns. However, many citations are dated from the early 2000s and before 2010. Incorporating more recent studies from the past ten years would enhance the manuscript's relevance by reflecting current trends and emerging issues in minority business research. 1. Research on the impact of digital transformation and e-commerce on minority-owned businesses. 2. Recent studies on how socio-political factors, such as changes in government policies or financial inclusion programs, affect MBEs. | |
| <u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications? | The language and English quality of the article are generally suitable for scholarly communication. The manuscript uses formal academic language and effectively conveys complex ideas. However, some sections contain redundancy and overly technical phrasing, which may hinder readability for a broader audience. | |
| <u>Optional/General</u> comments | The manuscript addresses an important and under-researched area of market behavior and risk patterns in minority-owned business enterprises (MBEs), offering valuable insights for both academic and practical applications. The use of latest statistical methods and the development of a custom instrument (ERAS) strengthen its contribution to the field. Overall, the study lays a strong foundation for future research and adds meaningful value to the literature on minority entrepreneurship. | |

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PART 2:

| | Reviewer's comment | Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
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| Are there ethical issues in this manuscript? | <i>(If yes, Kindly please write down the ethical issues here in details)</i> | |

Reviewer Details:

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