

Review Form 1.6

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJ SSE_88933
Title of the Manuscript:	THE LINK BETWEEN BUSINESS STRATEGY, COMPETITIVE ADVANTAGE AND FIRM VALUE MSME's CONSTRUCTIONS DURING COVID-19 PANDEMIC IN INDONESIA
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalsajsse.com/index.php/SAJSSE/editorial-policy>)

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PART 1: Review Comments

	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)
Compulsory REVISION comments	<p>Dear authors, Please find my observations below:</p> <p>The manuscript needs professional English proofreading in order to improve message delivery and eliminate language shortcomings.</p> <p>Some phrases are too long and the message is lost. Please try to reduce the length of a phrase. See for instance "This means, the company must set its business strategy, so that its business continues to grow in the future, even though the company is a small and medium business, because with preparing the right strategy and according to the needs and desires of consumers, it will affect on the company's competitive advantage in the future".</p> <p>Pay attention to the in-text citation and the way you refer to it. For instance "Study (Dewanta, 2013; Pudyastuti & Saputra, 2021)resulted in the finding that" should be presented as: "Studies such as Dewanta (2013) or Pudyastuti and Saputra (2021) reported that...". Moreover, there is no need to mention the authors' first name initials in the text. Please remove them and use only the last name.</p> <p>Page 1: "Front (Priyatiningsih, 2019; Tyoso & Haryanti, 2020)." What does this mean? Please amend.</p> <p>Please explain the abbreviations the first time you use them. See for instance MSMEs.</p> <p>Table 1. Which is the source of Table 1? Do you have the copy right clearance from the author to use this figure? If not, please redraw the table yourself and state the source below it.</p> <p>Page 7: What do the symbols in the figure stand for? Please explain these abbreviations.</p> <p>Page 7: "This research method uses quantitative (Sugiyono, 2018)". What do you mean by this? Please amend.</p> <p>Page 9: The pie charts do not display the sample demographics. Please include numbers in these figures.</p> <p>Page 10: Please be clear in stating the number of respondents. How many male and female were?</p> <p>Page 11: There is no need to display the alpha Cronbach formula. Please remove it.</p> <p>Page 12: You either state the value of the R-squared in percentages or in decimals, but not in both.</p> <p>Conclusions are too narrow, please expand them. Include also study limitations. Remove from this section acknowledgments regarding participant, it is not standard practice to include this in conclusions.</p>	<p>Thank you for your suggestions and I have fixed it.</p>
Minor REVISION comments		
Optional/General comments		

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)
Are there ethical issues in this manuscript?	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	<p>There aren't ethical issues in this manuscript</p>