**Assignment-315-Article+Text-1459**

**Review Guidelines**

**(Indicate your answer by means of highlighting)**

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| --- | --- | --- | --- | --- | --- |
| 1 | Importance of article/Relevance and Appeal to national / international scholarly | Excellent | Good | Moderate | Poor |
| 2 | Original and Independent Research | Excellent | Good | Moderate | Poor |
| 3 | Presentation and readability | Excellent | Good | Moderate | Poor |
| 4 | Statement of problem(s)/aim(s)/objective(s) | Excellent | Good | Moderate | Poor |
| 5 | Theoretical basis/Theoretical framework/Literature review/Clarification of concepts | Excellent | Good | Moderate | Poor |
| 6 | Appropriateness of (if applicable)  6.1. Research plan and design |  |  |  |  |
| Excellent | Good | Moderate | Poor |
| 6.2. Data-collection and procedure | Excellent | Good | Moderate | Poor |
| 6.3. Data analyses | Excellent | Good | Moderate | Poor |
| 6.4. Data presentation/Discussion | Excellent | Good | Moderate | Poor |
| 6.5. Conclusion/Recommendations | Excellent | Good | Moderate | Poor |
| 7 | To what extent is the line of argumentation in the article clear, cohesive and logical? | Excellent | Good | Moderate | Poor |
| 8 | Contribution to theory | Excellent | Good | Moderate | Poor |
| 9 | Contribution to practice | Excellent | Good | Moderate | Poor |

**Comments for the attention of both**

**the Editor and the Author**

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| 1. 1. Page 2: Does the problem of this research lie in the low ability of MSME entrepreneurs in mastering digital technology (using the internet to expand the reach of promotions) or their low ability to improve products? In the background of the problem that is disclosed is a strategy to develop the capability of MSME economic actors in terms of increasing MSME products. 2. 2. No information about the problems raised? If the problem is the low ability of economic actors in mastering digital technology, research should use a quantitative approach 3. 3. The research method used is not relevant to the research variables whose data must be quantitative. Research data must be measured how many MSME economic actors, and how many do not master digital technology 4. 4. There is no information about the sampling method, neither scale (who developed it, sample items). Is this a correlation study, or a regression? 5. 5. The flow of argument in the article is unclear, not cohesive, and irrelevant to the problem. 6. 6. The argument does not answer the research problem regarding the low mastery of digital technology 7. Decision: rejected |