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| Journal Name: | [**Asian Journal of Economics, Business and Accounting**](https://journalajeba.com/index.php/AJEBA) |
| Manuscript Number: | **Ms\_AJEBA\_132453** |
| Title of the Manuscript: | **The Influence of entrepreneurial Orientation on innovation capabilities and Culinary Tourism Center performance in east Surabaya** |
| Type of the Article |  |

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| **PART 1: Comments** | | |
|  | **Reviewer’s comment**  **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | This manuscript presents a valuable study on the influence of entrepreneurial orientation on innovation capabilities and the performance of culinary tourism centers in East Surabaya. The research contributes to the growing body of literature on entrepreneurship, particularly within the context of the food tourism sector, which plays a crucial role in local economic development. The study’s use of SEM analysis provides rigorous insights into how social media moderates these relationships, offering practical implications for policymakers and entrepreneurs. Strengthening the discussion with broader theoretical implications and international comparisons could enhance its impact for the scientific community. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The current title, "The Influence of Entrepreneurial Orientation on Innovation Capabilities and Culinary Tourism Center Performance in East Surabaya," is relevant but could be more concise and impactful. A suggested alternative is:  "Entrepreneurial Orientation, Innovation Capabilities, and the Performance of Culinary Tourism Centers: The Moderating Role of Social Media in East Surabaya."  This revision improves clarity and highlights the study's key elements, making it more engaging for academic audiences. |  |
| **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.** | The abstract provides a general overview of the study; however, it requires improvements in clarity and structure. The objectives should be explicitly stated in a more concise manner. The methodology section should be expanded to include key statistical findings. The results section is repetitive and should emphasize the study's key contributions. Additionally, a brief conclusion highlighting the study's significance and potential implications should be added. Finally, grammatical and structural refinements are needed for better readability and coherence. |  |
| **Is the manuscript scientifically, correct? Please write here.** | The manuscript presents a scientifically valid study, with a well-structured methodology and statistical analysis using SEM. The research framework is logically developed, and the hypotheses are tested appropriately. However, clarity in defining variables and a more detailed discussion of findings in relation to prior literature would strengthen the scientific rigor. Some methodological aspects, such as sampling justification and potential biases, require further elaboration. Additionally, addressing limitations and implications more explicitly would  enhance the manuscript’s scientific contribution. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The manuscript includes a substantial number of references, many of which are relevant to entrepreneurial orientation, innovation capabilities, and social media. However, some references are relatively outdated. Incorporating more recent sources (post-2020) on digital marketing, entrepreneurial performance, and innovation strategies in MSMEs would strengthen the literature foundation.  (Wales et al., 2023)  Wales, W. J., Covin, J. G., Schüler, J., & Baum, M. (2023). Entrepreneurial orientation as a theory of new value creation. *Journal of Technology Transfer*, *48*(5), 1752–1772. https://doi.org/10.1007/s10961-023-10021-1 |  |
| **Is the language/English quality of the article suitable for scholarly communications?** | The manuscript presents a valuable study, but the English language quality requires significant improvement for scholarly communication. Issues such as grammatical errors, awkward sentence structures, and redundancy affect readability and clarity. The writing should be refined for better coherence, ensuring precise articulation of ideas. Professional language editing or proofreading is recommended to enhance fluency and alignment with academic  standards. Strengthening technical vocabulary and refining sentence structures will improve the manuscript's overall readability and impact. |  |
| **Optional/General** comments | The manuscript provides a valuable contribution to the study of entrepreneurial orientation and innovation in the context of culinary tourism centers. However, several areas require improvement. The abstract lacks clarity and conciseness, with some redundancy in the results section. The methodology is generally sound but needs more detail on sampling justification and potential biases. The discussion would benefit from a stronger connection to recent literature. Additionally, language and grammatical issues need revision to enhance readability and  scholarly presentation. A professional language edit is recommended. |  |

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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)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |

**Reviewer details:**

**Ida Ketut Kusumawijaya, Triatma Mulya University, Indonesia**