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Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	**Ms_BJEMT_27238**
Title of the Manuscript:	**The Micro, small and medium Enterprises and the challenge of climate change. Organizational factors that accelerate the adoption of renewable energy Technologies in MSME's Mexico**
Type of the Article	**Short 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:

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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	**1) I HAVE DIFFICULTY TO UNDERSTAND THE ABSTRACT. ESPECIALLY THE FIRST TWO LINES:** *This paper is about a micro's case of use, smalls and mediums Mexican Enterprises* *(MSME), to Identify constraints and incentives that organizational and market's factors have* *on the intention to invest in renewable energy. This is a correlational study, which used* *statistical techniques such as contingency tables and Analysis of Variance (ANOVA) to* *analyze the relationships between the dependent and independent variables. We included* *160 micro, small and medium enterprises.* **(I THINK WE HAVE ENGLISH LANGUAGE PROBLEM HERE)** **SO, THE ABSTRACT NEEDS TO BE RE-WRITTEN, WHICH SHOULD HAVE THREE BRIEF BUT CLEAR EXPLANATIONS ON:** **1) AIM OF THE STUDY** **2) METHODOLOGY** **3) KEY FINDINGS** **2) EVEN THE TITLE ITSELF IS NOT REALLY CLEAR. WHY NOT JUST SAY: "CONSTRAINTS AND INCENTIVES IN USING RENEWABLE ENERGY TECHNOLOGY IN MSMEs: AN MEXICAN CASE**	

	3) THE INTRODUCTION NEED TO REORGANIZED TOO. THE FIRST TWO PARAGRAPHS (SUMMIT OF SUSTAINABLE DEVELOPMENT) AND CSR (INCLUDING TABLE 1) ARE NOT RELEVANT FOR THE STUDY; ALSO NOT SO GOOD AS AN OPENING PARAGRAPH IN THE INTRODUCTION. WHY NOT JUST START THE FIRST PARAGRAPH WITH SOME WORDS ON "CIMATE CHANGE OR GLOBAL WARMING BECAUSE OF ……". THEN BY THE END OF THE PARAGRAPH SAYSOMMETHING LIKE THIS: "THAT THEREFORE SOME MEASURES NEED TO BE TAKEN TO PREVENT CLIMATE CHANGE FROM FURTHER WORSENING, INCLUDING USE OF RENEWABLE ENERGY TECHNOLOGIES". THEN, THE SECOND PARAGRAPH STARTS WITH SAYING SOMETHING LIKE THIS: "THAT ALL COMPANIES, INCLUDING MSMEs, SHOULD INVEST IN RENEWABLE ENERGY TECHNOLOGIES. HOWEVER, MANY COMPANIES, ESPECIALLY MSMEs MAY HAVE VARIOUS CONSTRAINTS IN INVESTING IN THIS TECHNOLIGY BECAUSE OF…….. THE FINAL PARAGRAPH SHOULD SAY ABOUT THE AIM OF THE STUDY AND METHODOLOGY EXPLANATION IN BRIEF. 4) ALTHOUGH THIS IS A SHORT RESEARCH ARTICLE, THEORY DISCUSSION IS STILL NEEDED TO EXPLAIN THE USE OF ALL VARIABLES IN THE MODEL GIVEN IN TABLE 2, AND ALSO TO EXPLAIN THE HYPOTHESES.	

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	FOR INSTANCE, H1: ''The propensity of MSMEs to consume clean energy is related to organizational and market factors. Among the factors that influence the propensity to consume are :.....". THE QUESTION IS: WHAT IS THE THEORY BEHIND THIS ASSUMED RELATIONSHIP BETWEEN THE PROPENSITY OF MSMEs TO USE CLEAN ENERGY TECHNOLOGY AND ORGANIZATIONAL AND MARKET FORCES (IN THE THEORY DISCUSSION CHAPTER OF THE PAPER, THESE SO-CALLED ORGANISATIONAL AND MARKET FACTORS SHOULD ALSO BE EXPLAINED).	
Minor REVISION comments		
Optional/General comments		

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