

REVIEWER'S REPORT

Manuscript No.: JNBMS-068

Title: FINANCIAL LITERACY AND SUSTAINABLE GROWTH OF SMALL BUSINESSES: IMPROVING BUDGETING, CASH FLOW, AND FINANCIAL DECISION-MAKING.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality				
Techn. Quality				
Clarity				
Significance				

Reviewer Id: JPR-227

Reviewer's Comment for Publication.

The manuscript provides a comprehensive and practically relevant review of financial literacy and its potential contribution to the sustainable growth of small businesses, with appropriate coverage of budgeting, cash-flow forecasting, working-capital management, cost and profitability analysis, financial recordkeeping, borrowing, investment decisions, risk management, and digital financial tools. The discussion appropriately recognizes that financial literacy can strengthen managerial decision-making but cannot independently guarantee profitability, growth, access to finance, or business survival because external market and economic conditions also influence outcomes. The emphasis on practical financial-management routines, responsible borrowing, digital recordkeeping, professional advice, and financial education adds useful managerial value to the paper. However, the narrative-review methodology should be strengthened by providing a clearer literature-search strategy, including databases, search terms, publication period, and inclusion and exclusion criteria. The manuscript would also benefit from a broader range of recent empirical studies and a more critical comparison of evidence concerning the relationship between financial literacy and measurable small-business outcomes such as profitability, liquidity, survival, and access to finance across different sectors and regions. Overall, the manuscript addresses an important topic and is suitable for publication after minor revision.