

REVIEWER'S REPORT

Manuscript No.: IJAR-58712

Title: The Illusion of Scale in Startups: An Analysis of Growth, Funding, and Long-Term Sustainability in Modern Businesses

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's ID: JPR-002

Detailed Reviewer's Report

The manuscript addresses a relevant and contemporary research topic and has potential academic and practical significance; however, several aspects require further improvement before publication. First, the title is generally appropriate and reflects the central theme of the manuscript, although it could be refined to more precisely communicate the key variables and scope of the study. Second, the introduction provides an adequate background to the research problem and establishes its relevance, but the research gap needs to be articulated more clearly, particularly by explaining what remains unresolved in the existing literature and how the present study contributes to addressing that gap. Third, the literature review includes relevant concepts and previous studies, but it is somewhat descriptive in nature and would benefit from stronger critical synthesis, comparison of previous findings, and identification of areas of agreement and disagreement among researchers. Fourth, the theoretical or conceptual foundation should be strengthened by providing a clearer explanation of the relationships among the major concepts examined in the study; a conceptual framework or model would further improve the analytical structure of the manuscript. Fifth, the methodology requires greater clarity and detail regarding the research design, data sources, sampling or selection procedures, measurement of variables, analytical techniques, and criteria used for analysis so that the research can be adequately evaluated and replicated. Sixth, the results and analysis should be presented with sufficient supporting evidence, and the authors should clearly distinguish between findings derived from the data and their own interpretation; appropriate statistical validation, robustness checks, or supporting evidence should be included wherever applicable. Seventh,

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the discussion section should engage more critically with the existing literature and explain how the findings support, contradict, or extend previous research rather than primarily restating the results. Eighth, the practical and theoretical implications are potentially valuable, but the recommendations should be more directly connected to the findings and should provide specific and feasible implications for relevant stakeholders. Ninth, the manuscript should provide a more comprehensive discussion of its limitations, including methodological constraints, data limitations, potential bias, and issues relating to generalizability, followed by clearly identified directions for future research. Tenth, the manuscript requires careful proofreading and technical editing to address grammatical errors, inconsistent terminology, citation and reference issues, formatting problems, and the presentation of tables and figures. Overall, the manuscript deals with a worthwhile research problem and demonstrates potential for publication; however, improvements are necessary in the research gap, theoretical framework, methodological transparency, analytical rigor, critical discussion, and overall presentation. The manuscript is therefore recommended for Major Revision before publication.