

ARTICLE REVIEW  
REPORT



# GOLDEN RESEARCH THOUGHTS

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## ORIGINAL ARTICLE

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### RELATIONSHIP BETWEEN PERSONALITY AND MOTIVATION FACTORS OF SMALL SCALE WOMEN ENTREPRENEURS

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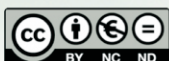


A.Kaviyarasan

#### ABSTRACT

The present study made an attempt to find out the personality and motivation factors of small scale women entrepreneurs in Nagapattinam district. The study tried to know whether there any influence of demographic variables on personality and motivation factors of small scale women entrepreneurs. **In the present investigation a sample of 100** small scale women entrepreneurs **were selected randomly**. Primary data were collected from the respondents using questionnaire developed by researcher.

#### Article Indexed in



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### **Review of the Article:**

The present study focuses on Relationship between Personality & Motivational Factors of Small Scale Women Entrepreneurs. The introduction builds a logical case and context for the problem statement. The problem statement “Relationship between Personality & Motivational Factors of Small Scale Women Entrepreneurs” is clear and well articulated.

### **Abstract:**

The abstract is complete, essential details are presented. The results in the abstract are presented in sufficient and specific detail. The conclusions in the abstract are justified by the information in the abstract and the text. There are no inconsistencies in detail between the abstract and the text.

### **Reference to the Literature and Documentation:**

The literature review is up-to-date. The number of references are appropriate and their selection is judicious. The review of the literature is well integrated.

### **Research Design**

The research design is defined and clearly described, and is sufficiently detailed to permit the study to be replicated.

### **Instrumentation, Data Collection:**

The measurement instrument is appropriate given the study's variables; the scoring method is clearly defined. The data set is sufficiently described.

### **Data Analysis and Statistics**

Data analysis procedures are sufficiently described, and are sufficiently detailed. Statistical tests are appropriate

### **Presentation and Documentation:**

The text is well written and easy to follow. The vocabulary is appropriate. The content is complete and fully congruent.

### **Scientific Conduct:**

There are no instances of plagiarism. Ideas and materials of others are correctly attributed.

**Overall the study is relevant to the mission of the journal or its audience.**

**SUMMARY OF ARTICLE**

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

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