

REVIEWER'S REPORT

Manuscript No.: IJAR-54059

Date: September 26, 2025

Title: ORIENTATION RELATIONNELLE DES PETITES ET MOYENNES ENTREPRISES EXPORTATRICES ET ACCES DES PRODUCTEURS AGRICOLES BENINOIS AUX MARCHES

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer Name: Dr Lakhdar Guerine

Date:

Detailed Reviewer's Report

This study analyzes the role of relational orientation in improving the access of shea nut collectors in northern Benin to markets through partnerships with exporting SMEs. Data were collected from 658 respondents using a snowball sampling method. Factor analysis identified communication and customer relationship personalization as the main components of relational orientation. Econometric results show that these factors, along with education and price perception, significantly influence producers' participation in commercial partnerships. The findings highlight relational orientation as a key strategy for sustainable integration of small producers into profitable markets.

Strengths

- Large and representative sample size (658 respondents) provides strong empirical support.
- Robust methodological approach combining PCA, reliability tests, and logistic regression.

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- Original contribution by applying relational orientation theory to smallholder producers in a West African context.

Weaknesses

- Limited discussion of policy implications and how results can guide concrete interventions.
- Weak comparative analysis with similar cases in other countries or agricultural value chains.
- The study focuses only on shea nuts, limiting the generalizability to other crops.

Recommendation:

The article would benefit from a deeper comparative discussion, more policy-oriented recommendations, and an exploration of how relational orientation strategies can be extended beyond the shea value chain to strengthen its contribution to the literature.