

REVIEWER'S REPORT

Manuscript No.: IJAR-54253

Title: FACTORS OF ENTREPRENEURIAL FAILURE IN THE ART AND CRAFTS SECTOR: THE CASE OF THE GRAND-BASSAM ART AND CRAFTS VILLAGE,

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*).....

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

Reviewer Name: Dr. Himanshu Gaur

Date:10/10/2025

Detailed Reviewer's Report

The research paper titled “*Factors of Entrepreneurial Failure in the Arts and Crafts Sector: The Case of the Grand-Bassam Art and Crafts Village*” presents a valuable qualitative investigation into the challenges and determinants of entrepreneurial failure within the arts and crafts sector, focusing on the Grand-Bassam craft village. The study’s objective is clearly defined and addresses an important yet often overlooked segment of entrepreneurship research. By engaging 20 participants, the research captures meaningful insights into the lived experiences of artisans and entrepreneurs, shedding light on critical barriers such as limited financial resources, restricted access to credit, inadequate marketing strategies, and the shortage of skilled artisans and apprentices essential for knowledge continuity. The paper effectively highlights structural and systemic constraints, including insufficient institutional and managerial support, weak promotional mechanisms, and rising competition, which collectively hinder sustainability in the crafts sector. The analysis is coherent, contextually grounded, and provides practical implications for policymakers, development agencies, and local authorities seeking to revitalize traditional craft industries. The qualitative approach is appropriate for exploring such complex, human-centered issues, and the findings align well with the stated objectives. Overall, the paper is insightful, relevant, and makes a meaningful contribution to the discourse on entrepreneurial sustainability in the creative economy. The manuscript is well-structured, clearly articulated, and academically sound, and it is therefore **accepted without revision**.