

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_107859
Title of the Manuscript:	THE EFFECT OF OPERATIONAL STRATEGY ON ORGANIZATIONAL PERFORMANCE OF COMMERCIAL BANKS IN MERU COUNTY, KENYA
Type of the Article	

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Yes, the research topic "The Effect of Operational Strategy on Organizational Performance of Commercial Banks in Meru County, Kenya" can be considered important for the research community, given the potential insights it may offer for the field of banking and organizational performance.</p> <p>2. Yes, the title "The Effect of Operational Strategy on Organizational Performance of Commercial Banks in Meru County, Kenya" is suitable as it directly conveys the research topic and scope.</p> <p>3. Yes, the abstract appears to be comprehensive. It provides a clear overview of the research context, problem statement, research objectives, methodology, and key findings. It also concludes with a relevant recommendation based on the research findings.</p> <p>4. Yes the structure and subsections of manuscript are appropriate</p> <p>5. Yes the number of references are upto the mark.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1. Yes looks suitable</p>	
<p>Optional/General comments</p>	<p>Please review formatting of the manuscript because it is hard to identify the formatting of heading 1,2,3 etc. Also, please produce headings in heading format that can be detectable by table of contents.</p>	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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Reviewer Details:

Name:	Daniyal Khan
Department, University & Country	Karachi Institute of Economics and Technology, Pakistan