

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_126571
Title of the Manuscript:	CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER RETENTION IN THE SACCO SECTOR IN KENYA.
Type of the Article	

Review Form 3

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	<ol style="list-style-type: none"> Without analysis, the manuscript lack the validity and reliability in terms of scientific consideration. Explain the conceptual framework. 	
Is the title of the article suitable? (If not please suggest an alternative title)	The country name should be hidden.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Justified alignment is necessary.	
Are subsections and structure of the manuscript appropriate?	<ol style="list-style-type: none"> Please insert 4-6 keywords. Restructure is needed. Please see good quality papers of this journal to rearrange. 	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	<ol style="list-style-type: none"> Proper citation is needed throughout the manuscript. Please properly paraphrase. 	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Insufficient, especially in the introduction part.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Language should be improved. Take help from a professional proof reader.	
Optional/General comments	The paper should be restructured and reformatted.	

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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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