

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_112065
Title of the Manuscript:	Communication and Adoption of Mobile Banking Services in Sri Lanka
Type of the Article	Original Research Article

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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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. The manuscript is significant for the scientific community as it provides key insights into the adoption of mobile banking services in Sri Lanka, focusing on the impact of communication strategies. It fills a knowledge gap in the field of information and communication technology in banking, especially in emerging economies, and offers practical implications for the banking sector.</p> <p>2. Yes, it reflects the manuscript's content and focus.</p> <p>3. Yes, the abstract of the manuscript is comprehensive, effectively summarizing the study's main aspects, including the research problem, methodology, and key findings.</p> <p>4. Yes, the structure of the manuscript is well-organized with clear subsections.</p> <p>5. The manuscript is scientifically correct, with well-executed research methods, appropriate data collection and analysis, and logical presentation of results. It adheres to academic standards and methodologies, ensuring scientific rigor throughout the study.</p> <p>6. The references in the manuscript are both sufficient and recent. They appropriately support the research topic and are in line with current academic standards for a study of this nature.</p> <p>I suggest the following:</p> <ul style="list-style-type: none"> • Comparative Analysis: Consider incorporating a comparative analysis with similar studies in other emerging economies. This would provide a broader context and enhance the global relevance of the findings. • User Perspective: Including more direct user feedback or case studies could enrich the understanding of consumer behavior and adoption challenges. • Technological Aspects: Expanding on the technological aspects of mobile banking services, such as security features and user interface design, could provide a more comprehensive view of the adoption process. • Future Research Directions: The conclusion could benefit from a section on potential areas for future research, such as the long-term impacts of these communication strategies on consumer behavior 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, it is clearly written, and is free from significant grammar or syntax issues. This makes it accessible and understandable for its academic audience</p>	
<p>Optional/General comments</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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