

Review Form 1.8

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_120181
Title of the Manuscript:	The Influence of Digital Finance on the Marketing Management of Commercial Banks under the Support of Mobile Social Network
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajarr.com/index.php/AJARR/editorial-policy>)

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Is the manuscript important for scientific community? <i>(Please write few sentences regarding this manuscript to justify your answer)</i>	Through mobile social networks, commercial banks have direct access to consumer behavior data and preferences. Using this data, banks may more effectively focus their marketing campaigns, boosting customer happiness and engagement.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
Is the abstract of the article comprehensive?	Yes	
Are subsections and structure of the manuscript appropriate?	Yes	
Do you think the manuscript is scientifically correct? <i>(Please write few sentences regarding this manuscript to justify your answer)</i>	Yes, In recent trends social networks have made a great revolution and the use of digital marketing in banking is already in use. In this paper you have proposed to use digital finance on the marketing service model of commercial banks supported by mobile social networks which may lead to some security issues where you must concentrate	
Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.	Try to include more references (min 25 to 30)	
Minor REVISION comments		
Is language/English quality of the article suitable for scholarly communications?	yes	
Optional/General comments		

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PART 2:

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

Reviewer Details:

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