

## Review Form 1.8

Journal Name:	<a href="#">Asian Journal of Advanced Research and Reports</a>
Manuscript Number:	Ms_AJARR_120181
Title of the Manuscript:	<b>The Influence of Digital Finance on the Marketing Management of Commercial Banks under the Support of Mobile Social Network</b>
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**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <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>	<b>Yes</b> The manuscript explores how digital finance and mobile social networks are influencing marketing in commercial bank. It examines the transformative impact of these technologies on strategies, customer relationships and operational efficiency. By providing new insights and empirical evidence, the study aims to contribute valuable knowledge to the fields of finance, marketing and digital technology.	
<b>Is the title of the article suitable?</b> (If not please suggest an alternative title)	Yes	
<b>Is the abstract of the article comprehensive?</b>	Yes	
<b>Are subsections and structure of the manuscript appropriate?</b>	Yes	
<b>Do you think the manuscript is scientifically correct?</b> <i>(Please write few sentences regarding this manuscript to justify your answer)</i>	<b>Yes</b> The manuscript examines how digital finance and mobile social networks impact marketing management in commercial banks. It explores their transformative effects on strategies and customer interactions, aiming to contribute valuable insights to the fields of finance and digital marketing	
<b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b>	Ok	
<b>Minor</b> REVISION comments  <b>Is language/English quality of the article suitable for scholarly communications?</b>	Yes	
<b>Optional/General</b> comments	Implementation of the app and the methods used for mobile social networks should be mentioned in the article which will give added advantage to the article	

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**PART 2:**

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

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