

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_126599
Title of the Manuscript:	The Role of Consumer Empowerment in Financial Inclusion in the Global South
Type of the Article	Review Article

General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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Review Form 3

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>
<p>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.</p>	<p>This publication is crucial for the scientific community as it examines the essential role of consumer empowerment in promoting financial inclusion in the Global South. It offers a comprehensive examination of the obstacles encountered by unbanked populations and contains case studies that illustrate successful techniques, providing significant insights for researchers, regulators, and financial institutions. The emphasis on consumer protection, financial literacy, and technology integration underscores effective strategies to mitigate socio-economic inequities, essential for sustainable development. The article effectively integrates theoretical debates with practical applications, rendering it both academically rigorous and relevant. The clarity and comprehensiveness of the arguments augment its value as a resource for future research and policy development.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title of this article is appropriate and effectively addresses financial inclusion in a straightforward manner. In my view, it does not require modification.</p>	
<p>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.</p>	<p>The abstract of the article "The Role of Consumer Empowerment in Financial Inclusion in the Global South" is well-structured and establishes a strong basis for the research. Nevertheless, several areas require enhancement to achieve greater comprehensiveness and alignment with academic standards.</p> <p>Proposed Enhancements: The scope of the study encompasses the specific parameters and boundaries within which the research is conducted. The geographical focus includes Kenya, India, Brazil, Bangladesh, and South Africa, serving as case study locations. This facilitates the clear delineation of the analysis scope from the outset.</p> <p>Approach: Provide a succinct overview of the methodology employed in the study, such as qualitative analysis, case study approach, or literature review. This will elucidate the derivation of the conclusions.</p> <p>Principal Discoveries/Contributions: The study presents one or two significant contributions or findings that enhance the existing body of knowledge. This improves the reader's comprehension of its distinct influence.</p> <p>Obstacles and Difficulties: Discuss the challenges associated with attaining financial inclusion via consumer empowerment. This enhances the scope's depth.</p> <p>Proposed Revisions: Enhancement of Linguistic Precision: The phrase "consumer empowerment has emerged as a pivotal strategy for advancing financial inclusion" can be succinctly rephrased as "Consumer empowerment is pivotal to advancing financial inclusion in the Global South." Minimization of General Descriptions: The assertion regarding the enhancement of livelihoods and resilience can be articulated more concisely, as it is reiterated subsequently in the abstract.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The manuscript's subsections and structure appear well-organized and comprehensive. Here's an analysis of its structure: The subsection of this manuscript appears well organised and comprehensive. However, a few improvements are required to make the manuscript more readable and eye catching</p> <ol style="list-style-type: none"> 1. Keep the flow and connectivity between the subsections 2. Add some visual aids, so that reader will show his interest to explore more by reading this manuscript. 3. Make the manuscript thematically depth means expand on interactions between subsections for example how financial literacy impacts responsible lending or technology adoption. 4. Ensure formatting consistency 	
<p>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.</p>	<p>This work exhibits scientific rigor and technical validity through its thorough examination of financial inclusion and consumer empowerment in the Global South. The research adeptly incorporates information from reputable sources, like the World Bank's Global Findex Database, to substantiate its claims and offer empirical validation. Moreover, the incorporation of comprehensive case studies from several nations guarantees an extensive and contextually relevant examination, emphasizing the obstacles and prospects in promoting financial inclusion. The manuscript's equitable treatment of structural and technological elements, along with pragmatic policy recommendations, increases its significance and utility for both academic and policy-making audiences.</p>	

Review Form 3

<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>-</p>	<p>The document's references are ideal for the Global South consumer empowerment and financial inclusion study. Academic reports, government publications, and industry analyses lend credence to the topic. Most sources date from 2020–2021. Additional references that provide current or supplementary information can enrich the article:</p> <p>Recent Global Reports 2022–2024: For financial inclusion trends, check the World Bank's Global Findex database for updates. IMF or OECD reports on digital financial inclusion post-COVID-19 may be useful.</p> <p>Technological Trends: Examine Global South adoption of FinTech innovations including blockchain, AI in lending, and mobile banking. McKinsey Global Institute and Capgemini's World FinTech Report may contain recent studies.</p> <p>Financial Inclusion and Gender: Updated UN Women or CGAP reports on gender-specific financial inclusion issues and opportunities.</p> <p>Case or Regional Studies: Government or central bank reports from Kenya, India, and Bangladesh, or regional studies by African Development Bank or Asian Development Bank, provide country-specific updates.</p> <p>Consumer Perception and Behavior Studies: Studies of post-pandemic consumer behavior toward digital financial services, especially in rural and underdeveloped areas.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The author should the rectify his article from a professional English checker, so that it will be readable more</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>	

Reviewer Details:

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