

Review Form 3

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_123403
Title of the Manuscript:	Impact of Lead-Time Management on Customer Satisfaction in Microfinance Institutions in Cameroon
Type of the Article	Research paper

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>
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>The review of literature is well structured and specific. Really appreciate the efforts</p> <p>1. Please read content validity and face validity of questioner. 2. Read and include pilot study as testing the questioner and testing the sample framework.</p>	
Is the title of the article suitable? (If not please suggest an alternative title)	<p>Alternative Title: To enhance Customer Satisfaction, measuring and monitoring the Lead-Time Management in Microfinance Institutions in Cameroon</p> <p>Start with what you want to achieve, How you want to achieve and where you want to do the research, in the title.</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>Refine the abstract section as to create readers interests as : Introduction, discussion, results in numbers, conclusion and recommendation has to be comprehensive and the added in 250 words</p> <p>Abstract has to be a jest of the entire research paper that should create inquisitiveness for the readers.</p>	
Are subsections and structure of the manuscript appropriate?	<p>Add the sub section as separate ones: discussion, results, challenges, limitation, conclusions, recommendations, further research required. Add annexure documents as questioner.</p> <p>The introduction is very well performed. In the results needs to be worked. Add tables in result section with customer satisfaction index and what factors were considered.</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>1. The word impact in the heading is not required, Start the title with ‘To’ 2. Correct the punctuation mark: customers” perspectives</p> <p>3. In the introduction, add a para and Mention who are the customers and what they want to buy? 4. 2.1.2. Lead Time Management: Mention specifically: Is it external lead time or internal lead time? 5. Objective has to be more specific and has to be comprehensive. Need to rephrase these sentences. i. To determine the effect of loan processing speed on Customer satisfaction. ii. To determine the effect of loan disbursement speed customer satisfaction. iii. To determine the effect of lead time communication on customers satisfaction.</p> <p>6. Customer satisfaction as a basic definition has to be included in introduction. 7. What are the parameters of customer satisfaction having to be defined. 8. Discussion is a separate section and conclusion is a separate section. Please amend these as 2 separate side headings.</p>	

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	<p>9. What was the limitations of this study? Mention them 10. What was the challenges in this study? 11. Justification for adequacy of sample size? 12. Self-administered questioner, please provide how did you set the questions, Content validity, Face validity of the questioner. 13. What was the samples that did not respond as customers? Non responders in numbers. 14. Was this study piloted? Was the questioner pilot tested? 15. Were the demographic details of customers taken? 16. Was the consent of customer taken before collection of data? 17. Under what all parameters was the customer satisfaction was measured? 18. What is the reason for using regression analysis? Please mention in discussion section. 19. What are your recommendations? Mention this after conclusions. 20. How did you calculate the p value? mention in discussion section. 21. Methodology: Has to have side headings as follows: Duration of study, Total sample size, Non-responders IN numbers, number of observers in the data collection. 22. How did you validate the data and verify the data sets? 23. What are the data biases that might be probable be present in this study? 24. What is the outcome of this study as to improve the lead time communication on customer satisfaction, as per objective 3. 25. What are the implications and risk factors of lead time being seen. 26. What is the statical significance of ANOVA test on the impact of customer lead time as inferences. Mention them as data, inferences in tables. 27. Any observers bias being seen during data analysis. 28. Check grammar as many places there is capital alphabets used, improper punctuation marks utilized. 29. Refine the abstract section as to create readers interests as: introduction, discussion, results in numbers, conclusion and recommendation have to be comprehensive and the added in 250 words. 30. Delete the word 'Impact' in the title as it is not impact analysis that is performed. The title: To enhance Customer Satisfaction, measuring and monitoring the Lead-Time Management in Microfinance Institutions in Cameroon</p> <p>The statical test utilized is very robust and appropriate. Literature review with Queuing theory is well collated. Objectives has to answer as statements: how, where, when and how these can be achieved.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =</p>	<p>1. Citation is required for this line: In a mystery shopping exercise conducted by Opportunity International Savings and Loans Limited (OISL) in 2022, it was revealed that 11 out of the 20 branches of the company visited scored an overall branch performance of 39% in terms of the quality of service provided as detected by the mystery shoppers. This is quite below an average score of 50%.</p> <p>Please add one more citation.</p>	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	There are lot of grammar errors. Many sentences are starting with wordy... However, Regardless...Avoid these non-benefit words. Correction of grammar and punctuation is required.	
Optional/General comments	This paper is very well performed with literature review and specific to marketing sector and customer satisfaction. Please refine the methodology section Methodology section has to be specific and more structured.	

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>	

Reviewer Details:

Name:	Mandyam Rangayyan Roopashree
Department, University & Country	Symbiosis International University, India