

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_129185
Title of the Manuscript:	The Benefits and Challenges of Mobile Money Services in Emerging Markets: A Comprehensive Review
Type of the Article	Review Article

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PART 1: 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. A minimum of 3-4 sentences may be required for this part.		
Is the title of the article suitable? (If not please suggest an alternative title)		
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.		
Is the manuscript scientifically, correct? Please write here.		
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.		
Is the language/English quality of the article suitable for scholarly communications?		
Optional/General comments	<p>At the outset, I commend your work in the field. Further to make the paper more effective I would make the following suggestions for incorporation into the paper:</p> <ol style="list-style-type: none"> 1. In the paper's Title, the Scholar uses the term "Emerging Markets," which broadens the scope of the study as Emerging Markets include a huge number of populations and a good number of Countries. However, he has touched only niche Markets in the Paper. Therefore, I suggest changing the title of the Paper to make it more specific instead of giving it a wider appeal. 2. It would be better if the article is made country-specific or continent-specific to get a broader outlook. <p>For Example</p> <ul style="list-style-type: none"> • Take India only or the Whole Indian Sub Continent • Take a single African country or a Whole African Sub Continent. 	

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>	

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