

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_129655
Title of the Manuscript:	Behavioral Finance in Banking and Management
Type of the 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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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.	This manuscript has theoretical and practical implications, explaining the impact of financial behavior shown by individuals, managers based on emotional factors, risk perception and cognitive bias resulting from problems in banking and management.	edited
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, it is	
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.	Yes, it is	
Is the manuscript scientifically, correct? Please write here.	Yes, it is	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	

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Is the language/English quality of the article suitable for scholarly communications?	Yes, it is	
<u>Optional/General</u> comments	This manuscript reveals a phenomenon of how customers and managers react to strategic management decisions in banking, especially in emerging countries.	

PART 2:

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