

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_129655
Title of the Manuscript:	<b>Behavioral Finance in Banking and Management</b>
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**

	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>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.</b>	There are several ways to examine behavioral finance. Although there are many various ways to observe it, psychological habits are frequently thought to affect market outcomes and returns in the area of finance known as stock market returns. Understanding why people make particular financial decisions and how those decisions may impact markets is the goal of the behavioral finance classification. Financial participants are seen to be psychologically influenced with relatively normal and self-controlling inclinations rather than completely rational and self-controlled, based on behavioral finance theory. Making financial decisions frequently depends on the investor's physical and emotional well-being. An investor's mental state frequently shifts in tandem with changes in their general health. This affects their ability to reason and make decisions about all real-world issues, including financial ones.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The title of the article is quiet simple.  <b>PROPOSED TITLE: <i>Behavioral Finance in Banking and Management: A study on the trends and challenges in the Banking Industry</i></b>	
<b>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.</b>	The abstract of the paper is quiet comprehensive.  Suggestion: Keywords are missing in the abstract section. Do provide the keywords.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	Yes the manuscript is scientifically correct.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The authors have cited most of the old reference. In the field of behaviour finance they are many recent papers. 1. The authors need to add the recent work done relating to this particular field. 2. Recent citations in the given topic need to be addressed.	

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	3. Recent your references. Most of your references don't have page and volume number.  <b>Do cite this paper in your manuscript:</b> Malia, A., Jena, P., Kamal, A., Das, B., & Satpathy, I. (2024). Analysing India's Sustainable Growth from the Lens of Financial Inclusion: An Empirical Investigation in Tribal Districts of Odisha. In <i>E-Financial Strategies for Advancing Sustainable Development: Fostering Financial Inclusion and Alleviating Poverty</i> (pp. 41-56). Cham: Springer Nature Switzerland.	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language of the article is quite feasible for scholarly communication.	
<b>Optional/General</b> comments	This article is entirely speculative. The writers should identify the research gap and problem and include more recent literature.	

**PART 2:**

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

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