

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_129296
Title of the Manuscript:	Decoding Investment Intentions: Uncovering How Risk Tolerance, Financial Literacy, and Subjective Norms Drive Students to Begin Stock Investing
Type of the Article	Empirical

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 contributes significantly to the scientific community by enhancing the understanding of the behavioural and cognitive factors influencing stock investment intentions among emerging investors in developing countries. By identifying the roles of financial literacy, risk tolerance, and subjective norms, the study offers valuable insights for designing educational interventions and policy initiatives to foster informed investment behaviour in similar socioeconomic contexts.	Noted
Is the title of the article suitable? (If not please suggest an alternative title)	Try to avoid the word How in the Title Suggested Title: Unveiling Investment Intentions: The Role of Risk Tolerance, Financial Literacy, and Subjective Norms in Driving Students Toward Stock Investing	Title revised
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.	The abstract is precise and good but it can start with the introduction line.	ok
Is the manuscript scientifically, correct? Please write here.	The manuscript appears scientifically sound, employing a robust methodological approach (SEM-PLS) to analyse the relationships between risk tolerance, financial literacy, subjective norms, and investment intentions. The findings are consistent with established theories in behavioural finance and provide valuable insights into the factors influencing investment behaviour among university students in a developing country context.	Noted
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	All the references are recent and sufficient for the paper	
Is the language/English quality of the article suitable for scholarly communications?	Grammatical Errors are seen so the paper should have grammar checked	Done revision
Optional/General comments	The paper does not assess the reliability of the data, which is a critical aspect of robust research. Including reliability and validity measures in the methodology section would strengthen, along with an evaluation of content validity. Additionally, the article lacks a discussion of future implications and suggestions, which are essential for guiding further research and practical applications, if done bring it in separate heads. The conclusion section is overly brief and could be enhanced by incorporating additional points to provide a more comprehensive summary.	Effectuated

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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>	