Review of: "Innovative Financial Services and Commercial Banks' Profitability in Africa"

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The topic is quite essential and attractive not only to Africa but to developing countries as a whole. However, the study has not been systematically developed to show the research gaps. The topic is attractive to Africa and developing countries as a whole. Consequently, it significantly confines the plausibility of the obtained results and findings. Therefore, the study should explicitly state the gaps and how the current study fills these gaps by positioning the study results in the extant literature.

Besides, since the study utilized a limited amount of empirical literature, I suggest that the authors use more empirical review to consolidate its gaps and methodological approach.

Moreover, considering the methods followed in the study, the authors jumped to discuss the use of Ordinally Least Square (OLS) regression techniques without any model specifications tests—for instance, stationarity, heteroskedasticity across cross-section, and autocorrelation across time. I should ask the researcher why they chose OLS regression over Fixed Effect (FE), Random Effect (RE) and General Method of Moments (GMM). Also, the authors need to justify the robustness of the study results. Because the rejection of the Alternative hypothesis of the Hausman test only indicates we can not use FE. Nevertheless, there is still room for using RE. Therefore, there should be a random effect test (xttest0 if the researcher used STATA software). If the study fails to reject the null hypothesis for RE, the study also checks the poolability test to check the appropriateness of pooled OLS regression.

Finally, the study only mentioned the instrument used to collect the qualitative data and did not mention the method used for qualitative data analysis. Moreover, the discussion part of the study is shallow, and it is only descriptive in nature.