

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

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Potential competing interests: No potential competing interests to declare.

Reviewer's Comments

I have reviewed the paper titled "Innovative Financial Services and Commercial Banks' Profitability in Africa". The literature on innovative financial services and commercial banks' profitability was reviewed. The paper has been able to discuss the study's findings vis-à-vis prior studies on innovative financial services and commercial banks' profitability. Please see the reviewer's comments that could improve the paper.

Thank you.

Aspect of paper: Abstract

1. Line 2: A mixed research method was used.

What was a mixed research method used for?

2. Line 3: Balanced panel data from thirteen years of audited financial statements

Please write the years comprising the scope of your study. For example 2010 to 2023..

3. Line 11: What is the policy implication of the study?

Aspect of paper: Introduction

1. First Paragraph, Line 3: ... especially true for African banks.

I suggest that the author specifies the type of banks.

2. Third Paragraph, Line 1: Research indicates a positive correlation between the adoption of innovative financial services and customer satisfaction,

What is the research? Please cite the research or researches.

3. Third Paragraph, Line 3: For example, studies have shown that customers who use

What are the studies? Please cite the studies.

4. Third Paragraph, Line 10: ...customer satisfaction in African commercial banks highlights....

Please correct the sentence to ...customer satisfaction in African commercial banks highlight....

5. Forth Paragraph, Line 6: ...However, please note that this study focused on Botswana and might not directly address the African context...

Please correct the sentence:

... However, please note that the study focused on Botswana and did not address the entire African context, making it impossible to generalise the results of the study to the African context....

6. Fifth Paragraph, Line 5: ...Although this study focused on Nigerian banks, it provides valuable insights into the relationship between service delivery and customer satisfaction.

Please correct the sentence:

...Although the study focused on Nigerian banks, it provides valuable insights into the relationship between service delivery and customer satisfaction.

7. Fifth Paragraph, Last sentence: ...However, it's important to conduct a comprehensive literature review to identify specific research gaps in the African context.

I suggest the sentence is re-written as:

...However, it is important to conduct a comprehensive literature review to identify specific research gaps in the African context.

The author should then continue to write the importance of conducting a comprehensive literature review to identify specific research gaps in the African context.

8. Sixth paragraph: The aforementioned studies never adopted theories for triangulating research ideas, but this research adopted five theories of financial innovation, such as

My question is how were the five theories integrated in the present study?

The author should clearly identify how the five theories were integrated in the present study.

9. Sixth Paragraph, Line 10: Existing studies often concentrate on single-country case studies or provide generalised findings without considering the variations in market conditions, regulatory frameworks, and economic development levels.

Cite the existing studies, please.

10. Last Paragraph, Last sentence: Therefore, this research bridges the gap by conducting a study on the effect of

innovative financial services and bank profitability at a continent level to provide a clear understanding of the contribution of TM banking services, mobile banking services, and online banking services for banks' profitability in Africa.

Please correct as follows:

Therefore, the present research bridges the gap by conducting a study on the effect of innovative financial services and bank profitability at a continent level to provide a clear understanding of the contribution of TM banking services, mobile banking services, and online banking services for banks' profitability in Africa.

11. Why is the present study interested in the African continent? The author should provide an answer to this question, please.

Also, at the end of the introduction, the remaining part of the paper should be described in not more than one sentence.

Aspect of paper: Review of Literature

1. 2.1 Concept of Profitability:

First Paragraph, Line 4: What is the relevance of (1) after whole?

Please, remove if the (1) is not relevant.

2. 2.1 Concept of Profitability:

First Paragraph, Line 9: What is the full meaning of EBITDA? I suggest it is written in full to avoid misinterpretation.

3. 2.1 Concept of Profitability:

Second Paragraph, Line 1: The concept of bank profitability refers to the ability of a bank to generate profits from its operations.

Profitability is the excess of income over expenditure.

I suggest that the author explains profitability using other words other than the word 'profit'.

4. 2.1 Concept of Profitability:

Second Paragraph, Last Sentence:Maintaining a healthy level of profitability is crucial for banks to remain competitive and meet the needs of their stakeholders.

Please, provide examples of the stakeholders and their needs that are met by profitable banks.

5. 2.2 Innovative Financial Services & Profitability:

Line 2: Please write ATM in full. Automated Teller Machines (ATM)

6. Please rewrite hypothesis one and three as "ATM machine service has a significant effect on bank profitability" and

“Internet banking has a significant effect on bank profitability”.

7. 2.2 Mobile Banking and Profitability:

Please, remove the initials from the in-text citation.

8. 2.3 Theories of Financial Innovations:

Please, the author should discuss how the study applies each of the theories discussed in the paper.

9. 2.5 Literature Review Gaps:

Please, rewrite the subsection head to Gaps Identified in the Literature.

Line 2: Most existing research in this area tends to be cross-sectional,

What is the existing research? Please explain.

Aspect of paper: Methods

1. 3.2 Research Design:

What is the justification for using the correlational and descriptive research design?

Aspect of paper: Results and Discussion

1. Are there studies that agree or disagree with the results of the present study?

If there are, briefly discuss the studies that agree or disagree with the results of the present study.

2. What is the implication of the results of this study for the oldest banks in Africa?

3. Should the study be conducted on the youngest banks in Africa and the results compared?

General observations

- i. The author should discuss the study’s contribution to knowledge. It is important to explain this aspect of the paper.
- ii. There are some incorrect citations in the paper. Please consistently apply the format: Surname (year) or According to Surname (year) or (Surname, Year) at the end of a statement.
- iii. Please, the entire paper should be read by the author to correct typographical errors.

Thank you.