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When using the GMM estimator, it is important to justify the methodology itself. Then, the authors should address the problem with other estimators, as well as the limitations of the GMM, possible limitations of the study (data set, etc.). Then, the most important problem with the GMM is do the model diagnostics, i.e. the post-estimation statistical tests such as the test of overidentifying restrictions. Also, it is necessary to describe the sample further, to maybe estimate the same model for subsamples, and to compare thoroughly your results with other empirical studies. Finally, I would suggest to estimate the models using the Bayesian GMM and to compare the results.