Review of: "Effect of Employees' Commitment on Customer Satisfaction of Banks in Africa"

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Potential competing interests: No potential competing interests to declare.

Dear author,

Well while reviewing this article I have come across few shortcomings.

Firstly the title is too broad and have a very limited scope( Africa is a very huge and diverse continent).

Week introduction with lot of repetition of ideas, selling errors, no theoretical base and missing citations. There is no visible research gap in the study. No insights about the banking fraternity of Africa. Very few reference that too not very latest once.

Due to missing theory and weak empirical base no structured hypothesis could be build.

Research design is poorly explained. No justifications for sample type, analysis sample size selection. One needs to explain the period of analysis, division demographics of the study and statistical techniques used in paper.

Data analysis needs lot of rework, elaborations and justification.

Lot of confusion is visible in the between different sections of the article. Actually there is no clear cut demarcation between each section.

So overall I would like to conclude that the article is misfit to be published as the author is unable to justify what is contributing to the society through his article.

The article is rejected as it cannot published until and unless it is completely reworked from top to bottom.