

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

Emmanuel Mensah¹

¹ University of Professional Studies

Potential competing interests: No potential competing interests to declare.

The study area is interesting with potential to contribute to knowledge. It can be improved by considering these issues:

The study indicates that a mixed-method approach was used. However, the qualitative analysis is woefully inadequate. One wonders whether the findings claimed by the authors in their interviews really isn't common knowledge sourced elsewhere either than from the purported interviews.

On the quantitative analysis, the study's regression model appears to lack depth. There are so many variables advanced in the literature that influence firm performance. How did the study control for these divers influences on firm performance? The study's model which only tries to account for the effect of ATM banking services, mobile banking services and online services suffers from omitted variable bias and possible endogeneity problems.

Again, the study's R-square, though appreciably high, appears quite suspicious, given that the dataset being analysed is of a panel character derived from sample firms sourced from a heterogeneous population. For purposes of transparency, it would be helpful if the authors disclose how they have transformed their datasets for analysis.

Finally, the authors have not demonstrated how the theories espoused in the study help explain their findings. In its current form, the theories stand disjointed and not used in relation to the objectives of the study.