



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_19925
Title of the Manuscript:	MOBILE MARKETING IN A DIGITAL AGE: Application, Challenges & Opportunities
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	This paper studies the marketing activities' digitalization and their promotion to improve their usage by the customers. It seems the paper mainly concentrates upon the African economies, particularly Nigeria. A study of mobile marketing and mobile social media occupies a large part of the paper. It concludes that the education and economy should turn digital to close the deficit between the production and customers.	
Minor REVISION comments	This is mainly a management study paper using mobile marketing and mobile social media as the concerned data.	
Optional/General comments	NONE.	

Reviewer Details:

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