



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	Review 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.

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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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	This article is an interesting x-ray about mobile marketing, which arises with an approach to a developing country like Africa. However, I recommend some aspects that should take care: In the table of Classification of mobile social media applications, is necessary to indicate the source from which was obtained, in this case, the work of Kaplan, A.M. (2012). Be very careful with the orthography; also several names of authors are written in a manner within the text and are written differently in the references. The reference Karjaluto, H. (2008) is duplicated. It is important to pay attention to the alphabetical order of the references. In the references, Ozimec (author name) appears as Imec. The authors that not appear in the references are: In line 37, Patrick, 2005, is not found in the reference section. In line 42, Salmela (2014); Karjaluto and Leppaniemi, (2005), are not found in the references section. In line 89, Kotler (2009), not in paragraph references In line 105 the work of Salo, Sinisalo, and Karjaluto, (2008) and Fletcher, (2007) are mentioned, but not found in the references section. In line 151, Scharl, Dickinger and Murphy (2005), is not	



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	found in the references section. In line 159, Carter (2007) is not in the references section. In line 188, Karjaluto (2007), is not found in the references section. In line 241, Kaplan and Haenlein, (2010), it is not found in the references section. Now, as a contribution to the article are the sections "Mobile Marketing: Challenges in African LDCs & Economies" and "Mobile Marketing: Beckoning Opportunities African Enterprises" (lines 362 to 462), and considering that the sections should be more emphasis of the paper, it should include a table or figure that allows distributing the information reported in the text and identify the importance of it.	
<u>Optional/General</u> comments		

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