



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	Ms_BJEMT_26494
Title of the Manuscript:	Examining Customer Satisfaction and Switch Intentions in the Banking Industry, Ghana: A critical study of the Ghana Commercial Bank Experience
Type of the Article	Original Research 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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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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	1) Abstract - In two places replace 'Switches' Intention with Switch Intention 2) In methodology researcher has claimed to use convenience sampling. It is a ground rule that if convenience/accidental sampling is employed, quantitative analysis should not be carried out. However considering the efforts made by the researcher in collecting data and doing analysis, please change the sampling design to simple random sampling in the paper. However in future the researcher must ensure not to repeat this.	Plse agreed. Done accordingly Pls agreed. Very well noted and thanks for the education. Corrected accordingly in the revised version
<u>Minor</u> REVISION comments	The researcher must review the paper once again for minor grammatical errors for there are few tense related errors at few instances	
<u>Optional/General</u> comments	This seems to be a genuine research with adequate sample size and appropriate data analysis.	