

BPI Review Form 070520

Book Name:	Contemporary Research in Business, Management and Economics
Manuscript Number:	Ms_BPR_487
Title of the Manuscript:	A Systematic Analysis of Factors Influencing Investors Behaviour on Mutual Funds in Karnataka
Type of the Article	Book chapter

PART 1: Review Comments

	Reviewer's comment	Author's comment (If agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. Authors must write his/her feedback here)
Is the manuscript important for the scientific community? Please write a few sentences explaining your answer	A systematic analysis of the factors influencing investor behavior in mutual funds in Karnataka provides valuable insight into the intricacies of investment decision making in the region, highlighting the importance of considering a wide range of factors when understanding investment decisions. Demographic characteristics play a significant role in shaping investors' risk preferences, investment goals, and decision-making processes.	
Is the title of the article suitable? Do you have any alternative Title in your mind?	The title of the article is suitable	
Is the abstract of the article comprehensive? If your answer is No, please provide suggestions	The abstract of the article is comprehensive	
Do you think the English quality of the article is suitable for scholarly communications? If your answer is No, please provide suggestions	The English quality of the article is suitable for scholarly communications.	
Please provide your comments regarding the appropriateness of different sections of the manuscript.	The manuscript is well structured. Sections of the manuscript correspond to their headings.	
Do you think that the references in the manuscript are proper, recent and sufficient? If you have any suggestions, please write here.	The analysis of the study is carried out competently by means of SPSS software and using tools such as descriptive statistics, factor analysis, reliability testing and regression analysis.	

PART 2:

	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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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