



SDI Review Form 1.6

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_46473
Title of the Manuscript:	Redistribution Activities of Distributors in the Brewing Industry in an Emerging Economy
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:

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

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	<ol style="list-style-type: none"> In the case of using [] to capture all intext reference, it's mandatory to mention the author(s) name after every full stop. Example, <i>Palmatier et al., [1] said each firm makes a series of strategic decisions to determine how to distribute its product and services to the firm's end-user.</i> But before a full stop there is no need to mention the author(s) name, example "<i>The price paid for a product by a customer is absorbed by the activities involved in getting that product to the customer, this has increased significantly over the past fifteen years as production costs have fallen while markets have segmented and distribution channels have multiplied [2].</i>" Make all the necessary correction in the whole manuscript. The reliability of questionnaires was not validated. This can be done by calculating the Cronbach's Alpha coefficient. Without the reliability test all the results is not realiable. 	
Minor REVISION comments	<ol style="list-style-type: none"> The statementother supply chain activities on any business. The word "on" should be changed to "of". To read other supply chain activities of any business. (Abstract, page 1). he keywords "Redistribution, brewing industry, sales territory, distribution, distributors, survey" should be replaced with "Redistribution, Brewing Industry, Sales Territory, Distributors, Emerging Economy". The word "in this context" needs a little differentiation. This sentence is incomplete "<i>All the 89 participating outlets during the fieldwork had Guinness, Star, Gulder, Malta Guinness available in their fridges and only 36 outlets had Alvaro available in their fridges</i>". Make the necessary corrections. 	
Optional/General comments	<ol style="list-style-type: none"> The author(s) should read through the manuscript again. 	



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PART 2:

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

Reviewer Details:

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