



SDI Review Form 1.6

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	<b>Ms_SAJSSSE_46473</b>
Title of the Manuscript:	<b>Redistribution Activities of Distributors in the Brewing Industry in an Emerging Economy</b>
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>)



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**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<b>Compulsory</b> REVISION comments	<ol style="list-style-type: none"> <li>In the last part of the Methodology (where ethical considerations were mentioned), it should also be cleared as to the permission granted to the author by the subject companies (both the distribution company and the manufacturing company / brewery) on the use of their names in the paper, as well as, the product brand names.</li> <li>Otherwise, the company names and brand names should not be mentioned in the paper and revisions should be made. For example, the second to the last sentence of the Introduction may be restated as: "The study was motivated by the growth of channel partnership hence investigating the redistribution of a key distribution company of a brewery in Ghana." Instead of mentioning the name of the manufacturing company (brewery) and its abbreviation, simply state "the subject brewery"; and instead of mentioning the name of the distributor, simply state "the subject distribution company" or "the subject distributor". Do not also mention the brand names, instead use "Brand A", "Brand B" etc. or simply describe the product.</li> </ol>	
<b>Minor</b> REVISION comments	<ol style="list-style-type: none"> <li>For clarity of the sentences, it is more appropriate to place the "numbered citation" at the end of the sentence instead of at the beginning. For example, the sentence: "[1] each firm ... end-user." should be written as: "Each firm ... end-user [1]." Do the same for all citations with the "number citation" at the beginning of the sentence.</li> <li>For those with two numbered citations at the beginning of the sentence, the suggestion is as follows: Instead of "[16] and [12] management ... distribution.", write, "Management ... distribution [16, 12]." Do the same for other similar citations.</li> <li>Consider also the use of "transition phrases" such as "In addition", "Moreover", "Furthermore" and the like, whenever appropriate to connect the sentences.</li> <li>In page 5, third paragraph: "[14] suggestion ..." may be changed into "As suggested in [14] ..." and "[15] affirmed that ..." may be rephrased as "It was affirmed in [15] that ...".</li> <li>In the last row of Table 2 in page 4: "10 or more" should be changed into "more than 10".</li> <li>Do not use numerical figures at the beginning of a sentence. In page 6 (third sentence of the subsection "Promotional Activities"): replace "60%" by "Sixty percent". In page 7, second paragraph, fourth sentence: replace "40" by "Forty".</li> <li>Be consistent on the use of reference style. References 1 and 2 in page 9 should not be underlined. In Reference 3: delete 2016 after the names of the authors.</li> </ol>	
<b>Optional/General</b> comments	<ol style="list-style-type: none"> <li>For a relatively short research paper, there is no need for statements introducing the content of the next sections of the paper. Consider deleting the last sentence of the Introduction (page 2).</li> </ol>	

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<b>Are there ethical issues in this manuscript?</b>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p> <p>There was no indication/statement as to the permission of subject distribution company and the subject brewery for the author to mention the real names of the companies and the brand names of the products of the subject brewery.</p>	



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**Reviewer Details:**

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