



SDI Review Form 1.6

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_50610
Title of the Manuscript:	Customer Relationship Management and Small and Medium Enterprises performance: Pragmatic Evidence from Oyo State, Nigeria
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	<p>This paper needs a lot of work before it can be considered for publication. The methodology should explain (persuasively) why such a meagre sample size should be considered appropriate for dealing with this subject. The creation and testing of the research instrument should be explained clearly and in depth. The issue of non-response bias should be addressed. There should be a comparison of the demographic characteristics of the sample achieved and the overall population. It should be explained clearly how the respondents are in the proper position to be able to judge the success of the company. The literature review is inadequate and should be completely rewritten.</p> <p>A discussion section must be added which considers the claim for contribution to academic knowledge. The conclusion should include the research limitations and the suggestions for future research.</p>	The manuscript has been modified
Minor REVISION comments		
Optional/General comments		



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