



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	Performance as a dependent variable needs to be discussed and justified in the Lit Rev section; Descriptive statistics of the sample i.e. industry, age, etc. need to be inserted; Tool for reliability test should be specified.	The manuscript has been modified
Minor REVISION comments	Needs to be prove-read; SME definition adopted for the study needs to be justified; More literature of CRM & performance and conclusion drawn from the review will make the work more robust.	
Optional/General comments	Report of regression analysis could be improved.	



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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>	