



SDI Review Form 1.6

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| 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 | Research |

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) |
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| Compulsory REVISION comments | | |
| Minor REVISION comments | <p>On page 2, the writers wrote, "A plethora of studies on CRM has been carried out by academic scholars..... the performance of SMEs in Nigeria". Please cite some research works in this line of thought. In addition, it would be better, if the Introduction section talks a bit about the significance of the study.</p> <p>CONCEPTUAL FRAMEWORK should include some previous work (not the general review like what the writer already have done in literature review) and critically evaluate those works. If possible, please make a separate RESULT section.</p> <p>METHODOLOGY has some flaws. Since, it is a quantitative venture, hence categorize as (a) Participants, (b) Instruments, (c) Procedure. The paper talks a bit about the participants and the instrument but procedure is completely missing. How the participants are selected is also missing; Or there was no criterion of who is going to participate in the research?</p> <p>Based on findings a wide range of conclusions can be made, but the writer only summarizes the research. Please provide some insights and talk about the future director of the research.</p> | The manuscript has been modified |
| Optional/General comments | The research is a good initiative and it deserves to be published. However, it must include some more works of recent times a part of existing literature. | |



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