



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_45372
Title of the Manuscript:	Investigating the Impact of Supply Chain Management and Marketing Strategies on Organizational Performance
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>The introductory sections are vague and lacking in academic rigor. The methodology is not properly explained and the findings are, therefore, unconvincing.</p> <p>The author should explain who the respondents and why they are qualified to provide accurate responses to the questions asked. How was the questionnaire designed and developed? How was it tested? Was there a pilot test? Which languages were used? What about the possibility of non-response bias?</p> <p>The discussion should be used to highlight the claim to contribution to academic knowledge. The conclusion should incorporate the research limitations and the suggestions for future research.</p>	
Minor REVISION comments		
Optional/General comments		

PART 2:

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

Reviewer Details:

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