



**SDI Review Form 1.6**

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	Ms_JEMT_50880
Title of the Manuscript:	Analysis of Forest Based Mortar and Pestle Marketing in Oyo State, Nigeria
Type of the Article	Original Research 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)
<b>Compulsory REVISION</b> comments - Subject Area. - Level at which this study is done (MBA or BBA or PhD) - No mention such trade is under threat with evidence/data. - Sample size is too small. - Supporting case study/in depth interview solicited - Questionnaire is not there to verify sequence & depth of questions.	- The Subject Area is good but there is no mention much with detail and facts that such a business is facing threat because govt. or other bodies are allowing some particular trade/business community to enter the same area of business. - The sample size is too small and hardly any statistical technique has been used. - The Variable cost defined has not been explained. - There is no mention of Fixed Cost - If the research is at PhD or MBA level it is not worth either of two. - There is no questionnaire attached thus difficult to judge the depth. - There is no case study or in depth interview details mentioned (If at all it was under taken) - If at all such community or business is under threat then other areas where such trade is means of survival should have been taken.	
<b>Minor REVISION</b> comments - Details of level of research (BBA/MBA/PhD) or any other solicited - Study though covers relatively large area but lacks inter disciplinary area. - Literally no use of any Statistical tool. - Fixed cost details are missing.	- The background of researcher level makes review more useful and to the point. - Research talks about Variable cost but is silent about Fixed Cost, every business has bad debt too which is missing. - There is no mention of Financing cost. - Inter disciplinary is the demand of the academics.	
<b>Optional/General</b> comments Researcher level only, is always solicited. - Background and other details in introduction makes relevance of research better.		



[SDI Review Form 1.6](#)

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

Name:	<b>Ashok Chopra</b>
Department, University & Country	<b>Amity University, United Arab Emirates</b>