



**SDI Review Form 1.6**

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|--------------------------|---|
| Journal Name:            | <a href="#">South Asian Journal of Social Studies and Economics</a>   |
| Manuscript Number:       | <b>Ms_SAJ SSE_47685</b>   |
| Title of the Manuscript: | <b>CUSTOMER RELATIONSHIP MANAGEMENT DIMENSIONS AND NIGERIAN BANKS' PERFORMANCE: EVIDENCE FROM ZENITH BANK PLC</b> |
| 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**

|                                     | <b>Reviewer's comment</b>   | <b>Author's comment</b> (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</b> REVISION comments | The has excellent model but analysis part looks incomplete, little more analysis can be included and discussions also can be added more to make the paper strong for publication. |  |
| <b>Minor</b> REVISION comments      |   |  |
| <b>Optional/General</b> comments    |   |  |

**PART 2:**

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

**Reviewer Details:**

|   |                        |
|---|------------------------|
| <b>Name:</b>                                | <b>R.Shenbagavalli</b> |
| <b>Department, University &amp; Country</b> | <b>India</b>           |