



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2013_BJEMT_6318
Title of the Manuscript:	Examine the effects of customer satisfaction on customer loyalty: An empirical study in the healthcare insurance industry in Hong Kong
Type of the Article	Research Paper

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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.

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PART 1: Review Comments

	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>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	Manuscript 2013_BJEMT_6318 could be accepted. If the author can do some suggestions about the result of the research to Hong Kong's healthcare insurance industries. The contribution of this manuscript will be much better.	A paragraph is added in DISCUSSION to provide implications of this research to the healthcare insurance industry in Hong Kong.