



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_10300
Title of the Manuscript:	Differences in perceptions among managers, academics, and students of the importance of various aspects of marketing knowledge and skills
Type of the Article	<u>Original Research Article</u>

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>)



SDI Review Form 1.6

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)
<u>Compulsory</u> REVISION comments	<u>Line 27 should read, " Later (20), on the initiative of his colleagues, added a fifth form....."</u> <u>Lines 125-137 need to have sources of the identified skills indicated.</u>	I have done. Sources of the identified skills are indicated.
<u>Minor</u> REVISION comments	<u>Line 34 put comma after marketing knowledge</u> <u>Should consider revising lines 41 -42 whicch appear vague.</u> <u>Line 43 : Should read " Wierenga (26) defines....."</u> <u>Line 45: Should read marketing skills were then divided into.....</u> <u>Line 144 . Sentence should end after the word "summarised" and then start a new sentence from the word, "this".</u> <u>Line 146 needs some attention.</u> <u>Line 221: replace four with for</u> <u>Line 222 sounds vague</u> <u>Line 257: the spelling of organisational</u>	I have done. Were cited from literature. I have done. I have done. I have done. I have done. I have done.



SDI Review Form 1.6

<u>Optional/General</u> comments	<u>The work needs thorough editing to correct the spelling and grammatical shortcomings</u>	I have done.