



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_10516
Title of the Manuscript:	An Evaluation of Service Quality of Mobily and STC Telecommunication Companies in Saudi Arabia
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>)



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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	To evaluate the service quality for two competing service providers, the author should identify whether the respondents are current served by which providers. Because the comparison is a relative concept, the baseline must be first pointed out, so that the respondents will be in an apple-to-apple scenarios. The author applied t-test as the comparison basis could lead the implication to false direction. The subscriber may not be satisfied the current provider but this does not mean the other one is better. Since there are three service providers in that country, why only two of them were evaluated? Telecommunication business is oligopoly, if the subscriber cannot choose service provider freely because the regulation protection, than there is no reason to evaluate their service quality because the subscribers have no option.	-I identify that respondents are current served by which providers. It is included in Section 3. Research Design. -Yes, there are 3 service providers, but I mention in Section 3 (Research Design) that : “It was found that there are 17 respondents who are clients of Zain Company and since that number is too small, those questionnaires have been dropped from this study”. -No. this is not true In Saudi Arabia, the subscriber can choose among three service providers in the country; Mobily, STC or Zain. The subscriber even has the option at any time to shift between the three companies.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		