



**SDI Review Form 1.6**

|                          |                                                                                                                         |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Journal Name:            | <a href="#">British Journal of Economics, Management &amp; Trade</a>                                                    |
| Manuscript Number:       | 2014_BJEMT_10836                                                                                                        |
| Title of the Manuscript: | Segmentation of Airline Market in the GCC Region: Profiling Business Customers Using Low Cost and Full Service Carriers |
| 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>)



**SDI Review Form 1.6**

**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><u>Compulsory</u></b> REVISION comments | <p>The abstract should be written according to the instruction for authors (Aims, Study design, Methodology, Results and Conclusions).</p> <p>In the text, citations should be indicated by reference number in brackets [1].</p> <p>Reference list should be written according to the instruction for authors.</p> | <p>Thank you very much for your insightful comments and editorial suggestions. All these changes are made in the revised copy of the paper.</p>                                                                                                                                                                                                                                                                              |
| <b><u>Minor</u></b> REVISION comments      | <p>Correct errors within the manuscript (example: line 90 – change “flier” with “flyer”).</p> <p>In the abstract and introduction we suggest changing “aviation industry” with “airline market”.</p>                                                                                                                | <p>We have corrected the spellings and have changed “flier” with “flyer”.</p> <p>As suggested, we have also replaced “aviation industry” with “airline market”.</p>                                                                                                                                                                                                                                                          |
| <b><u>Optional/General</u></b> comments    | <p>In the manuscript, only survey data were presented by the authors. In this or some future manuscript, the Authors can use parametric techniques (Independent Sample T test, Pearson correlation etc.) to tested main hypothesis.</p>                                                                             | <p>In the revised version, we have used a combination of statistical tools including Chi Square, ANOVA, T-Test, and Eta. Considering the categorical nature of most of the data, these statistical tools looked quite appropriate. Since Pearson's correlation required interval or ordinal data, we used Eta which SPSS computes as part of Cross-tabulation and ANOVA where categorical or nominal variables are used.</p> |