



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_14168
Title of the Manuscript:	Tesettur Fashion in Turkey: The Contribution of Facebook as a Social Media Marketing Tool
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

	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	Line 278: Another sub-head should be introduced as findings or results. Lines 279-321: A lot of discussion is in here which is supposed to be results. It is either you incorporate this discussion in the one in line 323-364 or take the discussion in 323-364 to 279-321 and recast the sub-head to read: Findings and Discussion.	Line 278 introduced as the chapter "findings" Sections incorporated so named as "findings and discussion"
<u>Minor</u> REVISION comments	Line 27: Reconstruct sentence to make it clearer. Line 31: Replace "belonging" with "belong." Line 41: Reconstruct the sentence to make it clearer. Line 48: Replace "dignity" with "dignified." Lines 66-68: Reconstruct sentence to make meaning. Line 73: The correct expression is: "It can also be said that the concept of tesettur reflects the modern..." Line 84: Insert the word "when" between the words "even" and "the." Line 85: Replace the word "tightly" with "loosely." Lines 91-93: Make sentence clearer. Line 94: Cite source(s) to back up the claim that "...Islam is a barrier toward modernism." Line 197: It should read: "...for consumers to have access to the company." Line 201: 42%, not % 42. Line 235: 44%, not % 44. Line 311: Reconstruct the expression "...that shared by the company" to make meaning clearer. Line 311: Insert "with" between "company" and "the." Line 341: Insert "that" between "factors" and "affects."	Line 27 revised Line 31 ok Line 41 ok Line 48 revised as "dignified" Lines 66-68 ok Line 73 ok "when" added to line 84 "tightly" replaced with "loosely" on line 85 Lines 91-93 ok Line 94 cited Line 197 ok Line 201 and 235 revised Line 311 ok Line 341 ok Line 355-356 ok Line 362 and 372 also ok



SDI Review Form 1.6

	Lines 355-256: Reconstruct the sentence "It can be understood from the study the way to increase..." to make it clearer. Line 362: Has, not have. Line 372: Outside where?	
<u>Optional/General</u> comments		