



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>)



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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	I don't think only using the descriptive statistical analysis can determine the contribution as the authors' mentioned. Try to have a deeper analysis based on the data. And, the results of this paper partly depend on how to compute the Facebook score. But the authors didn't show if the results is robust when weights are different.	Correlation analysis has been added to validate the results.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	Try to obtain more data. For example, 20 weeks. It is difficult but obviously possible.	The data has been expanded to 6 months.