



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_14226
Title of the Manuscript:	The effects of Total Quality Management and Market Orientation on Business Performance of Small and Medium Enterprises in Pakistan
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:

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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)
Compulsory REVISION comments	Abstract: Line 12 - Drop the software name, no need to mention in abstract because it is not that important to be mentioned. The author mentioned in the research methodology section and that is enough. Introduction: It would be better if the author states RBV stands for Resource Based View before using the abbreviation (I could not find it before line 97). A bit explanation on RBV despite what have been written could be highlighted here.	Abstract: Line 12- corrected Introduction: line 97- corrected
Minor REVISION comments	Research Methodology: Line 224 - It would be best if population is known (how many companies are in the directory used). Then, it will justify the sample of 300 SMEs chosen in this study.	Research Methodology: Line 224- Sample size which is less than 500 and larger than 30 are usually considered appropriate to conduct the research study (Roscoe, 1975). In multivariate research, the sample size should be ten (10) times (10:1) the number of variables in the study (Hair <i>et al.</i>, 2010). Hence, the chosen sample of 300 justifies for the analysis in this study.
Optional/General comments		