



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2013_BJEMT_6759
Title of the Manuscript:	Enterprise Excellence through Growth Strategy and Risk Management
Type of the Article	Case Study

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	Methodology section lacking (Research design, data collection instrument)	Actually I was thinking whether I should write this as a case study or a research paper, and now I have rewritten as a research paper. I appreciate your comments and I have incorporated your valuable comments in the updated article.
<u>Minor</u> REVISION comments	Use academic language in writing	
<u>Optional/General</u> comments	Improve concept definitions and link to mother theories/discipline	