



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2013_BJEMT_8864
Title of the Manuscript:	The impact of Marketing Strategy Alignment on Supply Chain Performance
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 comments	Author's comments <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>
Compulsory REVISION comments	A structural and meticulous revision upon the whole text in English syntax is highly recommended, since the current text narration is rather complex and vague. The authors should present a Table with the specific entrepreneurial activities that are in close cooperation with the examined chemical company, since this presentation should determine the main businesses that should be involved in the scheme of Marketing Strategy Alignment. The authors should also address and discuss the potential applicability or existing involvement of more traditional forms of supply chain and Logistics, such as benchmarking, LIFO and/or FIFO techniques. These techniques should be already applied or could be smoothly incorporated within the existing supply chain techniques, according to the authors' expertise and life experience in the examined residential area. Future proposals, which are specified to the aforementioned (or other) techniques, are also highly recommended.	Thanks a lot for your meticulous reading and valuable comments. In proofreading of paper some grammatical and lexical errors has been corrected and some parts have been revised. The present research has been applied in Chemical companies. So, based on type of industry and Emerging topic in the Marketing context, Authors could not found any entrepreneurial activities. The companies have been investigated once more in order to collect information about supply chain technics. Some technics like logistics, LIFO and/or FIFO technics have been studied and the results have been written in last part of section 2.



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<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	The manuscript is very interesting and it deals with a topic that is sparsely addressed in the relevant literature. Therefore, this manuscript is novel and should have high impact to the relevant scientific community, opening new scientific paths to future studies. The authors adopted a sound methodological approach, while the inclusion of a plethora of relevant studies enhances the innovative elements of the authors' hard working. Nevertheless, the aforementioned comments aim to upgrade the overall manuscript towards a more scientific manner, prior to its publication at the BJEMT.	