



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:

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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	The paper aims to examine the argument that marketing strategies have to be aligned with supply chain level. However, the paper has to be better written in language and organization. 1. The research objective is not explicit and hard to capture in Section 1. 2. What are the marketing strategies aligned or not aligned with supply chain level. Please provide examples. 3. Section 2 should be much more concise including just closely related materials. 4. The authors have to justify the need for this research. Are the hypotheses in Section 3 never examined before in literature? The methodology in Section 3 uses survey by questionnaires and the outcome seems totally dependant on the knowledge and experiences of subjects. Is there any other ways? Please justify the use of questionnaires.	Thanks a lot for you meticulous reading and valuable comments. 1. Research objectives have been added in section 1. 2. Since the research's aim is not to investigate the elements of marketing strategies, but the LISREL software's output is added in Result Section. 3. Authors try to cover all literature background as briefly as possible. 4. Research Objectives tell the need for the research once more. The research's model extracted from 2 study which was written by Green (2012) and Li (2006). Research Hypotheses localized in Iranian Chemical Companies. 5. Since the study had not been conducted in Iran, particularly in the chemical industry, Therefore, the results obtained in this study is based on data collected from questionnaires. No personal opinion on the research has been applied. Based on Prior researches and the methods used by them, authors couldn't find any reliable way, except Questionnaire.
Minor REVISION comments		
Optional/General comments		