



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 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	The proposed work is based on marketing policy and demand – supply scenario and different strategy. Some typing errors are found so check them accordingly.	Thanks a lot for your meticulous reading and valuable comments. In proofreading of paper some grammatical and lexical errors has been corrected.
<u>Minor</u> REVISION comments	1. Citation of Madura (2007) exists on page 6, but not found in list of reference 2. Citation of Tjiptono (2007) exists on page 6, but not found in list of reference 3. Citation of angipora (1999) exists on page 6, but not found in list of reference 4. Citation of Gunasacaran (2001) exists on page 10, but not found in list of reference 5. Citations of Chen et al. (2003), John and Ki (2003), Hong et al. (2004), Locomi and Mc Karmac (2004), and Stefner (2001) exist on page 10, but not found in list of reference 6. In references name of some journal are in short form and some of not, make uniform.	The mentioned References has been revised in some cases and where authors couldn't find the resources completely removed that resources from context.
<u>Optional/General</u> comments	The proposed work organised scientifically.	