



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_9220
Title of the Manuscript:	The Shipping Marketing Strategies within the Framework Of Complexity Theory
Type of the Article	Review 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 <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>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	Ad as a reference and study: Treacy, Michael, and Fred Wiersema. "Customer intimacy and other value disciplines." <i>Harvard business review</i> 71.1 (1993): 84-93. The case studys on which the research is based should be presented, maybe not in detail but al least sort and quantity et cetera	
<u>Optional/General</u> comments		

Note: Anonymous Reviewer