SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**2014_BJEMT_14226**
Title of the Manuscript:	**The effects of Total Quality Management and Market Orientation on Business Performance of Small and Medium Enterprises in Pakistan**
Type of the 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	**Methodology and data analysis is not structured and clearly elaborated** **Study of all sector of SME with 183 sample sizes is not appropriate, if questionnaire is taken from previous research work, reference should be included.** **What are the measures of TQM, MO and business performance, Or factors of TQM, MO, business performance used in this study should be clearly mentioned.** **The presentation of results is rather "raw", as no intervention on SPSS outputs has taken place.**	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

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