



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_10836
Title of the Manuscript:	Segmentation of Airline Market in the GCC Region: Profiling Business Customers Using Low Cost and Full Service Carriers
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	Using mean and percentages alone as choice analytical tools limits the applicability of the result of this work. More enhanced analytical tools could be employed to better position the work for adoption by both private and public organisations in the airline industry. In this era of rapid change and dynamic work environments, decision makers and policy advisers of corporate organizations may require stronger analysis of derived data with a higher level of reliability on which they can comfortably base their decisions. This work is limited by that quality of high reliability because of the choice of analytical tool.	
<u>Minor</u> REVISION comments	➤ Consider separating the implications of the work and the conclusion. Check for typographical errors. Grammatical construction and correctness must be duly observed since a wrong phrase or sentence may change or completely alter the flow of thought of the author. This may lead to a conclusion in the mind of the reader which is different from what the author originally intended.	



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<u>Optional/General</u> comments	The author may further furnish this work by analysing the data using other statistical tools to establish stronger relationship links between the tested variables i.e. the characteristics of business travellers in LCC's and FSC's.	
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Reviewer Details:

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