



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
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 (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		
<u>Minor</u> REVISION comments	The study is good, however, there are some studies which should be cited in the study i.e., - Huma Shakir, Mansoor Shakir and Khalid Zaman (2012). The Impact of Effective Marketing Strategy on Buying Behavior of the International Consumer. Journal of "Academia Arena, Vol. 4, Issue 12, pp. 11-17. - Saad Aslam, Ihtesham Jadoon, Khalid Zaman and Shehryar Gondal (2011). Effect of Word of Mouth on Consumer Buying Behavior, Mediterranean Journal of Social Sciences, Vol. 2, Issue, 3. pp. 497-507	
<u>Optional/General</u> comments		

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