SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
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)*
Compulsory 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.**	
Minor 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.	
Optional/General comments	The proposed work organised scientifically.	

Note: Anonymous Reviewer