



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_10300
Title of the Manuscript:	Differences in perceptions among managers, academics, and students of the importance of various aspects of marketing knowledge and skills
Type of the Article	<u>Original Research Article</u>

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>)



SDI Review Form 1.6

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	NA	
Minor REVISION comments	NA	
Optional/General comments	I think this is a well-written paper. It contributes to clarify the difference in perception of marketing knowledge and skills among managers, academics and students in Slovenia. The results may serve as an important reference for other countries, too.	

Reviewer Details:

Name:	Chun-Chien Kuo
Department, University & Country	Department of International Business, National Taipei College of Business, Taiwan