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Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_14433
Title of the Manuscript:	The Impact of Channel Relationship Management on the Channel Partners of Telecom Industry- A Case Study of Reliance Communications in Western Uttar Pradesh Circle, India
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)
<u>Compulsory</u> REVISION comments	Limitations to be re written	The study is not free from limitations, for instance, it was undertaken in 5 districts of Western Up Circle only, hence the generalization of the data should not be done based on the results of this study only because the study had not taken rural areas into account. The study considered CDMA (Cumulative Device Multiple Services) UIMs and it was limited to Prepaid Services only, hence the generalization of the data should not be applied for GSM and postpaid services. The Random Sampling technique was used for the study and was not based on Census Method. The questionnaire was lacked open-ended questions and a sworn translator did not translate the questionnaire in mother tongue Hindi, but was drafted into the English language.
<u>Minor</u> REVISION comments	Details on pilot study to be mentioned sampling design to be mentioned in the Research methods	That unnecessarily increases the length of the paper. Already its loaded with sufficient data



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<u>Optional/General</u> comments	The study has sampling adequacy with analysis. Recommendable Plagiarism Issues: Limitations need to be rewritten source of plagiarism: European Journal of Business and Social Sciences, Vol.3, No. 4, pp 29-38, July 2014	European Journal of Business and Social Sciences, Vol.3, No. 4, pp 29-38, July 2014 is my own article and I am the author. Hence it shouldn't be mentioned as plagiarism issue. Some of the statements are statistically related and the language can't be changed just for the sake of changing it.