



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_19020
Title of the Manuscript:	Managing Corporate Identity Risk as a Strategic Indicator on Organizational 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 <i>(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)</i>
Compulsory REVISION comments	Author has done a very good study. All the points are clearly discussed . Sample study done of various countries explain the concept easily	Thank you for his comments. This is honor for us, Regards for Dear Referee!
Minor REVISION comments	None. This report is Excellent	
Optional/General comments	Corporate identity has added a new concept to Strategic Management. Further Scope of research is there.	