



**SDI FINAL EVALUATION FORM 1.1**

**PART 1:**

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| Journal Name:            | <a href="#">British Journal of Economics, Management &amp; Trade</a>                    |
| 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                                                               |

**PART 2:**

| FINAL EVALUATOR'S comments on revised paper (if any)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Authors' response to final evaluator's comments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>This paper needs revisions.</p> <ol style="list-style-type: none"> <li>1) The abstract is big and the introduction very short.</li> <li>2) The third part is very big (111-492 lines). It needs subtitles, or something else.</li> <li>3) The author did not answer or mention with which chose the sample (systematic sampling, random sampling, something else?).</li> <li>4) The statistical analysis is not appropriate. Also the author could do econometric analysis for confirmed and high quality results.</li> <li>5) The methodology is not motivated by the theory. It needs much more correlation.</li> </ol> | <ol style="list-style-type: none"> <li>1. Abstract has revised and summarized. Introduction has revised and adds from abstract.</li> <li>2. Third part has been prepared according to our research.</li> <li>3. Sub headings have prepared and third part has revised according to comments.</li> <li>4. We have tried to present our depth research as summarized way. Final version of our paper has presented for your interest.</li> <li>5. In our view, our methodology is consistent with our research. We have tried to set interrelations.</li> <li>6. Our improved final version has presented for your interest.</li> </ol> <p>Regards</p> |