



**SDI Review Form 1.6**

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| Journal Name:            | <b><u>British Journal of Economics, Management &amp; Trade</u></b> |
| Manuscript Number:       | <b>Ms_BJEMT_20473</b>                                              |
| Title of the Manuscript: | <b>Dynamic Model of Markets of Successive Product Generations</b>  |
| Type of the Article      | <b>Original Research Article</b>                                   |

**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**

|                                            | <b>Reviewer's comment</b>                                                                                                                                                                                                                                                                                                                   | <b>Author's comment</b> <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>                                                                                                                                                                                                                              |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>Compulsory</u></b> REVISION comments | no                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b><u>Minor</u></b> REVISION comments      | <p>The study presented model is compared with the price and sales evolution of DRAM in polypoly markets. It is recommended to explain DRAM markets is polypoly markets and enhance literature reference to explain validity of the said points.</p> <p>Check. The number of equation should be at the end of equation on the same line.</p> | <p>Dear reviewer, thank you for your comment. As suggested I have changed the position of the equation number. Note that following the suggestions of other reviewers I have extended the derivation of the repurchase rate and adapted the introduction and discussion of the paper. I have also added references concerning the derivation the repurchase rate and the idea of an evolutionary adaptation process.</p> |
| <b><u>Optional/General</u></b> comments    | no                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                          |