



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 (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	Author has done a very good study. All the points are clearly discussed . Sample study done of various countries explain the concept easily	
<u>Minor</u> REVISION comments	None. This report is Excellent	
<u>Optional/General</u> comments	Corporate identity has added a new concept to Strategic Management. Further Scope of research is there.	

Reviewer Details:

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