



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_19170
Title of the Manuscript:	Franchise Relationship: The Nigeria Situation
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.

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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)
Compulsory REVISION comments	Line no 23: Put authors in brackets(Berkowitz, Kerin, Hartley and Rudelius, 2000) 26: (McDonald's Annual Report, 1998; times (1998a &1998b); Omsai Ram in Haiying, 2005and Bassuk, 2000) 32: (Ram & Sheth , 1998) Note: As mentioned above improve all the reference points mentioned in the paper. -The main heading must have the highest font size and sub-headings must be in the decreasing font size. -Avoid writing very long sentences. Otherwise, it shall be difficult to attach meaning. 69: Hypotheses are based on some previous studies mentioning the gap to be filled with conducting this research. 83-84: Mention only "Literature Survey" . Here introduction shall not be repeated. 183-184: Mention reference as per standard format. Here, you need not mention web-source. 777: The method of writing a book reference is different as compared to paper from a journal and web sources. (See these different methods)Note: You need to improve grammatical errors.	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

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