SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**2015_BJEMT_16956**
Title of the Manuscript:	**A Study on Google Searches in Banking**
Type of the Article	**Original Research**

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)*
Compulsory REVISION comments		
Minor REVISION comments		
Optional/General comments	The topic is very interesting and contributed to untouched area of finance. However, in context to reader's simplicity, introduction part needs to be briefed wherein all parts like background, objectives, research gaps, literature review and main contributions are clubbed together. Well demarcated paragraph covering aspects like background, objectives, research gaps, literature review and main contributions may improve the presentation. In the whole paper researcher uses first person like 'I find that---', 'I have made--' which may be written otherwise. This will sound a good literature.	

Reviewer Details:

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