



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2015_BJEMT_16858
Title of the Manuscript:	Causes for Differences in Satisfaction Among Male and Female Customers of Banks in Saudi Arabia
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	The research has contributed to knowledge with particular reference to differences between men and women on satisfaction relating to banking services. The research will guide the banks as per where their priority should lie in terms of meeting and surpassing the expectation of their target market and also to improve on their market share while increasing profitability.	
<u>Minor</u> REVISION comments	The researchers should be more precise in their conclusion to be in-line with the main objective of the research. The conclusion is not very convincing.	
<u>Optional/General</u> comments		

Reviewer Details:

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