



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_42162
Title of the Manuscript:	ASSESSING CUSTOMER ORIENTATION, COMPETITOR ORIENTATION AND INTER-FUNCTIONAL COORDINATION
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:

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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	<p>[1] Proofreading:</p> <p>Line 11, write...The collected data from...</p> <p>Line 22, remove style</p> <p>Line 23, add Ghana</p> <p>Line 35, add a "comma" after (2014)...</p> <p>Line 38, write... National Board for Small Scale Industries (NBSSI)</p> <p>Line 40, you wrote entrepreneurship literature.... Give examples</p> <p>Line 51, write... and turbulence of its external..</p> <p>Line 131, write... Active)</p> <p>Line 185, write, This theory posits that observable...</p> <p>Line293, write... leadership style and its linkages with...</p> <p>[2] Which software was used to analyse the data?</p> <p>[3] Figure 1, not clear!!</p> <p>[4] Line 275, you wrote, In sum, existing research.... Give examples!</p> <p>[5] A full review of citations must be performed to abide by the journal citation style</p> <p>[6] The paper is nice but:</p> <p>We have here a problem that 56.4% of the references are pre 1999, 30.9% is between 2000-2009, and only 12.7% post 2010. Therefore, in my judgement, the authors have to update the references by adding more recent research papers... 67% of the references must be within 10 years.</p>	
Minor REVISION comments		
Optional/General comments	Paper must be updated in its literature review.	

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