



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

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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>Introduction: Appropriate: addresses the subject matter</p> <p>Methodology: Appropriate</p> <p>Results: Appropriate and analytically addressed the hypotheses proposed.</p> <p>References: Follow APA style of referencing.</p>	
Minor REVISION comments		
Optional/General comments	The article is publishable.	

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