



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_13793
Title of the Manuscript:	The Feasibility of Technology-based Business Model for SMEs in Taiwan Travel Market
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.

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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	Overall, the article is a good article. However some revisions and corrections are required: 1. The authors need to differentiate between "Travel industry" and "Tourism industry" used in the article. Otherwise, the usage of these two terms will confuse the readers. 2. Looking at the title of the article – "The Feasibility of Technology-based Business Model for SMEs in Taiwan Travel Market" • Taiwan Travel Market or <i>Taiwan Tourism Industry</i> 3. The objective of the study should be stated in the Introduction section. As stated in the Abstract, This study analyzes the feasibility of tourism business model created by Chunghwa Telecom for SMEs in Taiwan..... The Reviewer does not see any discussion or review on Technology-based business model or tourism business model. The author only reviews the mobile technologies.	1. This paper has highlighted all the corrections in yellow colour. 2. This article has changed the Taiwan Travel Market into Taiwan Tourism Market in the text with highlighted in yellow colour. 3. The objective of this study has stated in the abstract and introduction section, as page 1 and line 68 respectively. This article has described and discussed the feasibility of business model for case company from line 392 to line 442 with highlighted in yellow colour. This article has added literature describing the Technology-based business model by line 208-234.



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	Also – the definition of “Feasibility” is not well described and discussed.	
<u>Minor</u> REVISION comments	1. Figures in the article are not clear – Fig.1, Fig. 2, Fig. 3 – need some improvement The label of Fig.1 should be revised – not tally with the given description. See page 3. Travel industry has complicated framework, as figure 1 (suppose to write ..as shown in Fig. 1.) and the label should highlight “ A framework of travel industry ??????” Also Fig.2 and Fig. 3 need corrections. 2. Give full word at first time to LBS before the authors further use the acronym , for example local-based service (LBS). 3. Citations in the content should tally with References. 4. References format need to be corrected (see the journal reference format). 5. Check the spelling – found some spelling errors.	This paper has improved Fig.1, Fig. 2, Fig. 3 The label of Fig.1 has re-labelled as “The distribution channel in tourism” This article has revised it into “Tourism industry has many relevant players, the distribution channel as shown in fig. 1”, as shown in line 145. Has shown in line 23 This paper has done the corrections This paper has done the corrections This paper has done the corrections
<u>Optional/General</u> comments	Proof read the article. Is it OK to highlight the name of company (Chunghwa Telecom) – need to ask permission	We has proofed read the article. This article has changed it to “case company”.