



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.

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	This is a well written and interesting paper. However the author(s) do not mention anything about Finances. So they have to add information about Cost Structure and Revenue Streams	This article has described and discussed the feasibility of business model for case company from line 392 to line 442. The cost and revenue also has shown in Table 1.
<u>Minor</u> REVISION comments	"Travelers' have become accustomed to booking airline tickets online and prefer to self-book full travel itineraries" support this with appropriate references Line 77 "Our article is structured into four parts" it would be more preferable "This article is structured into four parts". Use third person. Also in line 278	This article has cited the relevant literatures and put them in the text and reference (1), as shown in line 23. This paper has done the corrections with highlighted in yellow colour.
<u>Optional/General</u> comments		