



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2015_BJEMT_17671
Title of the Manuscript:	Online Marketing Strategy for Business Development in Malaysia
Type of the 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 paper investigated the online strategy for online business develop in Malaysia. This topic is very interesting and has many things to do. This paper is well written. Some modification should be made before acceptance. 1. The abstract is too long and thus needs to be compacted. 2. The introduction is not concise. Meanwhile, the motivation was not clearly stated. The novelty was not given in the introduction. 3. Please add some explanation on Fig. 1. 4. Why are you proposed those eight hypothesis? Please justify them one by one. 5. The theoretical foundation of this paper is very weak. The research methodologies were not illustrated. 6. The conclusion is a little weak and the results is not enough to support the arguments in the conclusion. 7. Language should be further improved.	1. The abstract is adequate. 2. The introduction is adequate. 3. Added explanation on Fig. 1. 4. Hypothesis justified. 5. The research methodologies is illustrated. 6. The conclusion is adequate enough. 7. Language is improved.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		