



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
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>)

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	References listed under the relevant section (end of manuscript) should be consistent and those authors being referenced should ideally be included or mentioned in the main body of the manuscript. For example, according to [1], would be better indicated as, according to Duffy and Dennis [1].....	1. All reference citations are rewritten already.



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	Data specification model not present. This should clearly define and highlight the relationship between the independent and dependent variables being investigated. As this is predominantly a quantitative (statistical sampling) based on research (with no literature reviews or theories being incorporated), certain vital elements, such as a data specification model should not be omitted - as well as vital elements required in the accurate interpretation of data results . Null hypotheses?? Although none of the references in the main body of the text are supported with quotation marks, there does not appear to be any evidences.	2. Already highlight in 3.4 Multiple Regression Analysis. 3. Already made some correction in 2.3 and 2.4 about sampling method. 4. Already made some changes in 2.1 Research Hypothesis. 5. Already modified all references.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		