



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_19924
Title of the Manuscript:	ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) & MARKETING PERFORMANCE: Empirical Evidence from Nigeria Telecom Sector
Type of the Article	Original Research Papers

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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.

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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		<u>My Comments</u> I agree with the assessment of the Reviewer. Thank you for your objective and kind comments. Please proceed with publication of the article. Thank you.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	This paper has considerable potential to make contribution for both related field and also literature. Methodology is consistent with this research. Abstract have required information about both aim & problem of research, methodology, findings. I think this research has based from the thesis or detailed project. It has deep and sound literature/ references, Congrats Author. My decision is accept submission without any improvements/changes.	