



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	Research Paper

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:

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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	1. As mentioned in Section 1, how the marketing tools are to be used in promoting the online product? According the results in this paper, how to assist publisher to determine online marketing strategy? Managerial implications would be improved. 2. The authors should have more rigorous to construct research hypothesis based on literature review. 3. In Figure 1, it is necessary to clarify 'online purchase complexity' and 'need satisfaction' are mediator or moderator. 4. If 'online purchase complexity' and 'need satisfaction' are mediator, why the author did not examine the relationship between product commitment and online purchase complexity.	
<u>Minor</u> REVISION comments	1. The reference citation should be revised. For example, Prussakov [2] further stated... 2. Please improve the English writing.	
<u>Optional/General</u> comments	Please read the following reference and consider how to examine the conceptual framework in this paper. Baron, R. M., and Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i>, 51(6), 1173-1182.	

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