SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
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	

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)*
Compulsory REVISION comments	**1) Must be numerous the subtitles.** **2) There are no conclusions**	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

Name:	**Ioannis Makedos**
Department, University & Country	**University of Macedonia, Greece**