



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_20708
Title of the Manuscript:	INTEGRATIONAL INTERACTION SYNERGY EFFECTS IN EXPORT DISTRIBUTIONAL CHANNELS OF ENTERPRISE
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.

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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)
Compulsory REVISION comments	1. I do not understand which are the objectives of the paper, Is it a bibliographic revision?, Do the authors intend to set a new model? 2. Materials and methodology are not clearly stated. What do authors have done? Which data have they used? Where do these data come from? 3. I do not understand Figure 1. There is no legend 4. What does this means "Therefore, for determining internally or management and organizational effect, which is manifested in the form of entropy reducing – in the level of integrated distributional system self-organizing in the international market under uncertainty and diversity of partnerships, it is proposed to describe the management functions of the product manufacturer that are carried out on every stage of integrated interaction evolution in distributional channels."? 5. In line 140 and 141, I read "The first step is to carry out the expert survey evaluating the impact of integrational relations in the channel during export on distributional system self-organization (Figure 2). " Who are the experts?, How many are they? How they have been selected? What do they have done? 6. Where does "Table 3. Summary payment matrix of strategies combination " come from?	1. The aims of the article are: to systematize the synergistic effects and form the system of their indicators (characteristics) in integrated export channels; to identify and explore the synergetic effect of self-organization, that arise with intensification of integrational interaction in export activity of enterprises. 2. This research is based on a literature survey [1,2,3,4,5,8,9,15] and is aimed at systematization and formalization the synergetic effects, that appear with more intensive interaction within sales system. We also have applied the method of expert assessments, that allowed to estimate the system characteristics achieved due to integrational processes in export channels. 3. where E – a total effect of economic activity; E_{const} - an effect of traditional (separated) activity; E_{add} – an additional effect of integrational interaction. 4. Therefore, for determining internal or managerial and organizational effect, which should be revealed in the form of entropy reducing (as the level of integrated distributional system self-organizing in the international market under uncertainty and diversity of partnerships), it is proposed to



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		describe the management functions of the product manufacturer that are carried out on every stage of integrated interaction evolution in distributional channels. 5. Number of experts in the group was determined by taking into account recommendations of scientists who worked on the methodology of conducting expert evaluations. They recommend to create a group of not more than 10 persons for ensuring reliability of the procedure [17, p. 107]. The group of nine experts included management of companies, that are engaged in foreign economic activity, and business owners that are intermediaries in the distribution channels. 6. It was determined by the experts
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		