



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	Ms_BJEMT_30756
Title of the Manuscript:	Key Performance Indicators - Comparative Analysis for Major Brands of Pharmaceutical Production Industry in Romania
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- The paper has to be developed completely to resemble a research paper . 2- The content and the tile does not correspond well to each other. 3- There is no statistical analysis done, it's just very simple financial ratios for 5 companies that they resemble an exercise of intermediate financial management course. 4- Some errors in the tables as in table 3 for company RPH (average ROA is not 7.28%). 5- The comments on the presented tables is very simple and does go deep to analyse the comparative performance. 6- Some sentences are too long and need to be rephrased such as lines 28-30, line 49 2weak" instead of "week", rephrase also lines 187-188 and was/were in line 96 and check other grammatical issues. 7- How to explain the small difference between gross margin and net margin in tables 5 and 6 (what considerations about OPEX and finance cost are there). 8- Provide more in-depth comments.	1-The paper has been arranged to fit the research paper template - the literature research chapter was added, and the introduction has been rearranged. 2- 3- the financial data was taken for the companies listed at Romanian Stock Exchange so an econometric analysis cannot be done but only a statistical one based on mean and mode of the selected 5 companies. 4- Yes. Avg. ROA corrected. 5- Thank you 6- Yes. Initial lines 28-30 were rephrased along with line 49, line 96, and lines 187-188. 7- 8-More comments were added to the conclusion section.
Minor REVISION comments	1- What is RON?, and what is the exchange rate?. 2- Better to round the numbers in line 133. 3- Table 1 and 2 are better merged since same company ranking. 4- Include stock price in the tables. 5- Include some firm innovation indicators such as patent and other innovative solutions. 6- Table 11, you can add operating cycle and cash cycle.	1. RON stands for Romanian New Leu (Romanian Currency) – the def. of this acronym has been included in the article. 2. Yes, the numbers were rounded. 3. Yes, tables were merged. 4. stock prices were included.
Optional/General comments		