



SDI FINAL EVALUATION FORM 1.1

PART 1:

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	Minireview

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
1- The paper in its revised form is considered a simple market/industry report rather than a research paper. 2- One of the widely used indicators for such companies for comparative analysis is the level of innovation measured by patents. Nothing mentioned at all. 3- Studies of comparative performance show the value created by these companies and how this value was created (value drivers), this is presented by either the time series of stock price change in relation to the other KPIs proposed by the author, or by the relationship between stock return and KPIs (innovation in particular). 4- Other important but not mentioned performance indicators are the market ration such as P/EPS, P/BV, P/Sales) these can show how intangible assets can create value in the pharm. Industry.	1. Comment of Andreea Ponorică: In my modest opinion, research means a systematic investigation of data and sources in order to establish facts and reach new reports. This is the reason that we consider our paper a research one. On the other hand the type of our article we included to be a minireview. 2. Comment of Cristina Ghenu: With all the respect but in our country it is very difficult to obtain information about the patents of the entities, especially in the pharmaceutical industry. 3. Comment of Ahmed Al-Saedi: The reasons of prices fluctuations in Romania are various: fiscal and political changes which happen very often, custom taxes for imported raw materials necessary to produce the medicines and even specific regulation imposed by Health Ministry which may change the allowed limits for some active substances. 4. Comment of Andreea Ponorică: I am very sorry, what does P mean and isn't it correct market ratio instead of market ration?