



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_31247
Title of the Manuscript:	Proactive Communication Mode (PMC) of Zappos: The Success of Consumer Engagement
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>)



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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		
Minor REVISION comments	.	
Optional/General comments	• It is a good case analysis. It talks about Zappos but I don't think you can extract any theoretical/general conclusion. • The model defined in page 7 (Figure 1) is too general. It can be supported by any internet firm's study. • The author says that "It is crucial for online brands to be humanized and live as human being. Being human that means the brand has to have personality and consumers view the brand based on that personality". But I don't find in the article any reference to personal characteristics of the brand. • The author should include personal characteristics of Zappos (personality, relations with the community, the environment, political choice, sense of humour...)	• Thank you for your kind words and the researchers are trying to find common theme that might apply to other companies. • In figure 1 I retied to generalized the model to include more companies. • I tried to touch on the emotional side to technology and how that affect online companies. It might be a good idea for further research in personality of online brand. Thanks! • I would do that in future research. Thank you for your suggestions.