



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	Conceptual Paper

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)
<u>Compulsory</u> REVISION comments	Please check the usage of 'personal pronouns' and apply to the whole passage (i.e. In Abstract Line 1). Kindly complete your sentences (i.e. In Abstract Line 2)(Line 90, 93, 108, 134, 143, 153, 187, 240, 270, 318) Please correct your English sentences (i.e. In Abstract Line 2)(Line 10, 18, 27, 29, 32) Please use a better word (i.e. In Abstract Line 4) Avoid too frequent usage of the same term / repetitive statements (i.e. In Keyword Line 6)(Line 59, 61) Check your spelling (i.e. Line 7, 34, 35, 72, 136, 163, 169) Check your 'Tenses' (i.e. Line 8) Check you 'Possessive Nouns' (i.e. Line 9, 51) Please find a more suitable term (i.e. Line 22, 23, 36, 38, 45, 54, 78) Missing Preposition (i.e. Line 24, 55) Please check your Grammar (i.e. Line 24) Misleading statements (i.e. Line 30, 43, 85, 170, 207, 301) Check your usage of countable nouns (i.e. Line 51) Missing citation (i.e. Line 51, 64, 65, 74, 104, 140, 229, 263)	Thank you for your comments and it improve the readability of the document. I made all the changes in the new document.
<u>Minor</u> REVISION comments		



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<u>Optional/General</u> comments	I do not understand the relevancy of Proposition 1 and Proposition 2 in this article. Please mention it very specific if this paper is a Literature Review to develop hypotheses. Too many mistakes in the usage of English. Please send this paper to the native English speakers for correction. Kindly use a proper format for academic writing. I am not happy with the existence of too many misleading statements and concepts pertaining to the 'marketing communication' theories/models. This is 'not acceptable' in academic writing. Kindly have a good understanding about marketing or communication theories and models prior to the writing activities. Also, too many missing citations. Please support your views or statements with justifications. Kindly take note - citation is essential in academic writing to support your arguments. I am able to trace the argument for increasing communication and creating friendship. However, I am still struggling to understand how Zappos instil trust and confidence in the consumers' mind. Please check, About the model, there is no explanation about competitors and general population's response towards action done by Zappos.	• I can see that you confused the internal and the external method. I was trying to explain the difference between what happen inside and outside the company. The model should explain the difference between these two issues. • Thank you for your suggestion. I did send it to a copy writer to prof read the paper. • I will do my best to write in academic writing. • Thank you for your suggestion. I will do my best each time I send a manuscript. • I used a software to do the citation and I will be more careful by checking citation for the edited manuscript and new manuscript. • I think what made Zappos trusted in the consumers' mind is their communication internally (inside the company) and externally (outside the company). This paper proposed a model that explain how that communication work. • I agree with you that we have not touch on competitors and the general population response because we want to look at the communication without these distractions. In future research we might integrate these issues to the model. Thanks!
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