



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>)



SDI Review Form 1.6

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	Although this is conceptual paper, still methodology part is important. Therefore, please incorporate methodology section in this paper.	We added a methodology section in the paper. Thank you for your recommendation
Minor REVISION comments	Implications part should be separately discussed. Theoretical implications and practical implications should be discussed separately.	Thank you for your suggestion we have separated the implications and the discussion.
Optional/General comments	Author/s need to extend discussion section. Currently, discussion is well developed.	Thank you for your comments and I hope