



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	Ms_BJEMT_31247
Title of the Manuscript:	Proactive Communication Mode (PMC) of Zappos: The Success of Consumer Engagement
Type of Article:	Short research article

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
I would have liked to know how Zappo "delivers happiness". Which activities support this assertion Suppose I am a consumer. How am I received when I contact with Zappo? What is the process the firm follows to "deliver happiness" to me? What they do to make me happy? Think about it for the next article.	Thank you for your comments. The researcher believes that the proactive communication and careful employee selection made the secret receipt for happiness. The founder and CEO communicate with consumers and employees every day and he is trying to understand their needs through proactive communication. After that, he and his team work to satisfy their needs and make consumers happy. Thank you for mentioning ideas for next paper. I think it's a great idea!