



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
In my previous review report, I had suggested that theoretical and practical implications should be discussed separately. But author/s have added managerial implications and again ignored theoretical implications. Last heading "implication and conclusion" Why need to repeat implication in the conclusion. Theoretical implications are most important part of any conceptual paper. Please pay attention on this section and discuss theoretical implications separately and clearly. Lastly, I don't see any improvement in the discussion section, worst thing, author/s have shorten the discussion rather than extending that part. Please discuss the findings in details.	Thank you for your comments that made my paper better. I am sorry if I ignored the comments that you mentioned earlier. In this round, I added the theoretical implications and I improved the discussion part. Again thank you for your time and effort.