



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_30756
Title of the Manuscript:	Key Performance Indicators - Comparative Analysis for Major Brands of Pharmaceutical Production Industry in Romania
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:

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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	• It is a mere descriptive analysis. The authors don't extract any conclusion about the pharmaceutical sector in Romania. • Depending in financial data which firms do they believe will survive and which will have to close? • Aare those financial ratios explaining an efficient management? • In table 3 average ROA for RPH is not correct • I don't agree with this assertion: "small indicators of the other companies such as Ropharma and Remedia do not indicate a week company or a bad investment but rather a smaller business with a more restricted activity but one that could be prone to development" Could you explain what do you mean? Because what I see is a company (RPH) with the worst financial rates in all the variables what means that it is not ruled properly. I don't understand the meaning of the survey with managers. It doesn't incorporate any new conclusion (at least they are not included in conclusions). It is not necessary	
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		

Reviewer Details:

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