



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.

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(<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	1. The author should add more implications and suggestions based on the findings. For example, addressed some future development strategy for small business, Ropharma and Remedia. 2. The paper demonstrated an adequate understanding of the relevant literatures in the field . 3. Statistics are reported correctly and results are demonstrated properly regarding the research purposes. 4. Overall, the article does a good job presenting the results, which are also interesting.	
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		

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