



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_33194
Title of the Manuscript:	A CRITICAL REVIEW OF COMPETITIVE FIRM'S THEORY
Type of the Article	Original Research 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)
Compulsory REVISION comments	This paper revisits the neoclassical theory of the behaviour of a competitive firm. The paper contains several interesting ideas such as, for example, the idea that the firm can maximize the rate of profit instead than the volume of profit as usually assumed or the idea of considering a market made of two types of agents the young generation and the old generation (see section 8). The implications of the hypotheses made are explored using standard mathematical methods. However the presentation of the results obtained is poor. The paper is hard to read for several reasons: 1 in the text many words are not separated by blanks, 2 exposition is confused and wordy, a more concise exposition will greatly be beneficial, 3 English style can be improved, 4 the Abstract of the paper must represents the content of the paper. This is not the case now, 5 the References must be updated. For example the reference to the Adam Smith treatise of 1776 in a Spanish edition published in Mexico in 1994 can be avoided. The paper must be revised and substantially shortened before being published.	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

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