



**SDI Review Form 1.6**

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| Journal Name:            | <a href="#">British Journal of Economics, Management &amp; Trade</a>                                             |
| Manuscript Number:       | Ms_BJEMT_34279                                                                                                   |
| Title of the Manuscript: | The Relationships between Corporate Social Responsibility and Customer Satisfaction in Taiwan Farmer Association |
| 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:

(<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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| <b><u>Compulsory</u></b> REVISION comments | <b>None.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b><u>Minor</u></b> REVISION comments      | <p>Proofing of typos – very minor, yet distracting.</p> <p>I would have expected to see some discussion of the heteroscedasticity of the independent variables.</p> <p>Summary discusses distribution to 400 respondents with 334 returned, but methodology discusses distribution to 350 respondents. In data collection, it is stated that 350 completed surveys were collected. Demographics table 2 reverts to a collected sample of 334. Need to clean this up.</p> <p>Since this is a B2B discussion, it would have been nice to gather the role of the respondent as part of the demographics – one assumes that these are all small, owner-operated farms engaged with FACD, but one cannot tell from the simple age/gender/education demographics.</p> | <p>Thanks, checked.</p> <p>Thanks. Actually the original manuscript has discussed the three dimensions of CSR. In order to emphasize it, three paragraphs are added.</p> <p>Thanks for checking these. The authors checked the data again and would like to confirm that 400 respondents were sent in which 334 questionnaire were collected. They are revised in the manuscript.</p> <p>Thanks for your idea. Since the original intention of the data collection is to have respondents' feedback, the questionnaires did not ask respondents about their role and company. We shall collect those data in similar research in future.</p> |



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| <b><u>Optional/General</u></b> comments | <p>One of the most common flaws in research is the utilization of convenience sampling methods and then attempting to extrapolate results to the general (subject) population. I was very pleased that this manuscript used appropriate semi-random sampling methods and gathered an adequate size sample.</p> <p>The use of philosophy of science paradigms is noted and appreciated!</p> <p>The results are not surprising, as this area has been exhaustively investigated, but not in the geographic and cultural context presented.</p> <p>Extensive literature review is nicely done. I would have expected to see Valarie Zeithaml (services) and Richard Oliver (satisfaction) included in the references, but those are not major concerns.</p> | <p>Thanks for your comments..</p> <p>Thanks.</p> <p>Thanks.</p> <p>Thanks for your advice. We shall consider to use their results in our research in future.</p> |
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