



**SDI Review Form 1.6**

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|--------------------------|------------------------------------------------------------|
| Journal Name:            | <a href="#">Journal of Economics, Management and Trade</a> |
| Manuscript Number:       | <b>Ms_JEMT_36828</b>                                       |
| Title of the Manuscript: | <b>Carving up the market: The golden rule of seven</b>     |
| Type of the Article      | <b>Original Research Article</b>                           |

**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>)

**PART 1: Review Comments**

|                                     | <b>Reviewer's comment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Author's comment</b> (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) |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Compulsory</b> REVISION comments | <p>Use professional language in the article.</p> <p>Thoroughly check the article and make proper use of punctuations like comma, hyphen, full stop, etc. Sentence formation is not correct at many instances.</p> <p>Present the article in a better way.</p> <p>Explain the "Riddle" section and its solution in better way.</p>                                                                                                                                                                                                      |                                                                                                                                                                                      |
| <b>Minor</b> REVISION comments      | <p>Page 1 – Line 9 – "However, once the new combined market approaches this optimum number, all the internal incentives for innovation are gone from the market." Instead of "However, one the new combined market approaches this optimum all internal incentives for innovation are gone from the market."</p> <p>Page 4 – Line 5 – "Confession" instead of "Confess"</p> <p>Page 9 – Last line – "This is because seven is the optimal number in a crystallised market"</p> <p>Page 11 – Para 2 – Check the sentence formation.</p> |                                                                                                                                                                                      |
| <b>Optional/General</b> comments    | Avoid using the sentences like "Why do dogs lick their own balls", that also four times in article.                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                      |

**Reviewer Details:**

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|----------------------------------|------------------------------------------------------------------------------------------------|
| Name:                            | <b>Rohit Bansal</b>                                                                            |
| Department, University & Country | <b>Department of Management Studies, Rajiv Gandhi Institute of Petroleum Technology, India</b> |