



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_42036
Title of the Manuscript:	Brand Co-creation in the Saudi Telecommunication Sector: Antecedents and Consequences from Customer Perspective
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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

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		
Minor REVISION comments	This study offers an interesting conceptualization and has the potential to make a useful contribution to the telecom industry of Saudi-Arabia. Overall the study is informative and interesting, but few improvements are required as: - Reference style is inappropriate e.g. you can use et al., if all names of the same authors are already reported in your study (see in abstract). First you need to write all names then you can write et al., if using same study again. Can you use one in-text reference style? - Re-check the whole document for grammatical mistakes as I have found many errors e.g. Prahalad and Ramaswamy (2004b) proposed a building blocks of brand co-creation.... - What are the VIF and the Tolerance values? - Please emphasize more the need of this study Thank you for your work and good luck in future projects.	
Optional/General comments		

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