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	**research**

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	**Accepted as it is**	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

Name:	***Murat AKIN***
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