



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	1. Do not cite references in the abstract, unless extremely necessary.	
Minor REVISION comments	1. In the abstract, focus more on the methods and results of the study; including, of course, objectives and conclusions but recommendations may not be given.	
Optional/General comments	1. The names of telecommunication firms may not be mentioned in the study; instead, they may be referred to as Brand A, Brand B and Brand C.	

Reviewer Details:

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