



**SDI FINAL EVALUATION FORM 1.1**

**PART 1:**

Journal Name:	<a href="#">Asian Research Journal of Arts &amp; Social Sciences</a>
Manuscript Number:	Ms_ARJASS_39814
Title of the Manuscript:	ELECTRONIC MARKETING AND ITS EFFECT ON ORGANIZATIONAL PERFORMANCE (A STUDY OF SELECTED FIVE MANUFACTURING COMPANIES IN OYO STATE, NIGERIA)
Type of Article:	Research Article

**PART 2:**

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
<p>Author of this study needs to understand the different of terminology 'impact' and effect' very clearly.</p> <p>The revised paper still not explained why it selected manufacturing companies in Oyo State, Nigeria.</p> <p>Hypotheses of the study are still incomplete.</p> <p>The study still needs to explain the operationalization of e-marketing and organizational performance using literature support.</p> <p>The study still needs to explain how it identified the daunting factors preventing adoption of e-marketing.</p>	<p>We can't understand what the reviewer meant by this, after all we have used "effect" through!!</p> <p>The choice of these manufacturing companies is based on the fact that they are all located in Oyo State and it is expected to have uniform promotional strategies.</p> <p>The following hypotheses were formulated for the study in null form. Is not mandatory to state alternative hypotheses. That is current thinking.</p> <p>Concepts of e-marketing and organizational performance have been reviewed with the support of previous empirical studies.</p> <p>Not clear!! The scale used for this, is clearly stated in Table 4.</p> <p>We believe we have done the needful , however, if the reviewer is not satisfy he/she may suggest what to do to enhance the quality of this paper. Thanks.</p>