



**SDI Review Form 1.6**

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|--------------------------|--|
| 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 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) |
|-------------------------------------|--|---|
| <b>Compulsory</b> REVISION comments | <b>NO</b>  |   |
| <b>Minor</b> REVISION comments      | NO   |   |
| <b>Optional/General</b> comments    | Research paper is good. Author has used right type of methodology. |   |

**Reviewer Details:**

|                                  |  |
|----------------------------------|--|
| Name:                            | <b>Dr. Fozia</b>   |
| Department, University & Country | <b>Indraprastha Institute of Professional Studies (IIPS), Hapur, India</b> |