



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	Asian Research Journal of Arts & Social Sciences
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 study is still suggested to incorporate the updated literature (2016 and 2017 studies) relating to e-marketing.</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>	

Reviewer Details:

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