

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_109335
Title of the Manuscript:	Role of Omni Channel Attributes and Perceived Behavioral Control in Omni Channel Selection
Type of the Article	Original Research Article

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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. Yes, it is an emerging trend of marketing research where the retailing industry is in a transition phase from multi-channel to omni-channel retailing. This study would be helpful for retail sectors to know the perceived behavior of customers regarding the channel selection for purchasing of their products. This study will add the knowledge of the existing literature.</p> <p>2. Yes, it appropriate.</p> <p>3. The abstract seems good. If it is revised in a concise way, it would be more better . Add the one/two lines of the implications of the study.</p> <p>4. The author (s) have structured the manuscript in a proper way by giving every section and sub-sections required to meet the synchronization effect of the manuscript.</p> <p>5. Yes, it is written scientifically and needs to be checked by an English expert before final printing.</p> <p>6. No issue regarding article citation, Author (s) have tried to put the recent literature to understand the concept.</p> <p>Author (s) have taken the four hypotheses to measure the five constructs of this study. It is unclear about the scaling technique used and sample size determination for measuring the five constructs. Further, it is unclear about the questionnaire used for collecting responses from the respondents.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Need to be checked by an English expert before final printing.</p>	
<p>Optional/General comments</p>	<p>The article is written taking an emerging trend in the marketing area and would add the contribution to the existing literature. Author (s) has tried to understand the concept empirically.</p>	

PART 2:

	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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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